

UNIVERSITY OF OTAGO
ŌTĀKOU WHAKAIHU WAKA

JOB DESCRIPTION

ROLE TITLE:	Alumni Engagement Manager
DEPARTMENT:	Development and Alumni Relations Office
SCHOOL / DIVISION:	External Engagement
REPORTS TO:	Director, Development and Alumni Relations Office
DIRECT REPORTS (FTE):	Alumni Relations Advisor Reunions Virtual Engagement Coordinator Alumni Relations Coordinator
INDIRECT REPORTS (FTE):	Events Specialist

1. PRIMARY PURPOSE OF THE ROLE:

The Alumni Engagement Manager will create a highly professional and engaged network of Alumni and designated friends for the University of Otago which encourages loyalty, affinity and life-long learning to build sustained support for the University of Otago.

2. ACCOUNTABILITIES:

Main Objectives

- Lead the development, implementation, and evaluation of alumni relations strategies that align with the University of Otago's strategic objectives and maximise the benefit of alumni engaging with the University which provide mutual benefits for alumni and the University.
- In consultation with the Director DARO, develop and deliver a comprehensive mutually beneficial engagement programme for alumni of the University of Otago.
- Collaborate and build relationships with key colleagues within Divisions and Departments and provide advice and support for them to engage effectively with their alumni.
- To establish and work with nominated Boards, Chapters and other alumni entities as required.
- As a key member of the management team of the Development & Alumni Relations Office (DARO), provide leadership in advancing the strategic and operational objectives of the Development and Alumni Relations Office and help to foster a culture of continuous improvement of services.
- Work in collaboration with other universities and organisations to ensure best practice engagement is developed and implemented for the University of Otago.
- Engage with appropriate Government and local agencies (ENZ, MFAT, etc) to ensure resources and opportunities relating to Alumni are maximised.

Key Tasks

Strategy and Planning:

- Develop and implement an overarching alumni engagement strategy and plan for alumni in New Zealand and around the world.
- Develop, implement, and evaluate a strategy and plan to build regional and international alumni groups.
- Prepare, on an annual basis, a report which reviews the effectiveness of the engagement strategies implemented during the year to be submitted to the DARO management team.
- Contribute to annual surveys and reports to receive benchmarking data and best practice info measured against peer institutions.
- Ensure that there are high levels of stakeholder consultation in relation to understanding the needs of alumni.
- Ensure DARO activities assist in meeting the objectives of the University's strategic plan, Pae Tata, and specific departmental plans e.g. Māori Strategic Plan.
- Responsible for planning and oversight of the alumni event programme nationally and internationally and meet annual budget targets for these events.

Alumni Engagement:

- Represent the University at Alumni events; ensuring follow-up actions and post-event obligations are undertaken.
- Develop collaborative strategies where alumni will be engaged to assist the University e.g. student recruitment, identified research opportunities, graduate placement etc.
- Support the Vice-Chancellor and senior university staff attending events by ensuring they are appropriately prepared to execute their functions at these events.
- Advise the Vice-Chancellor, the Chancellor, the Deputy Vice-Chancellors and the Director regarding protocols to be observed at alumni events.
- Manage expenditure and income within the Alumni Events Activity Centre.
- Work collaboratively with marketing and events expertise within External Engagement to achieve effective engagement with different generations of alumni.

Development:

- Identify potential alumni supporters and donors to the University of Otago.
- In association with DARO staff, provide input to establish an appropriate method of gaining support and stewardship of alumni supporters.
- Work with the Director to engage high level and influential alumni to gain support for the University.
- Provide input into the annual development plan and associated campaigns.

Marketing and Communications:

- In collaboration with the Marketing team develop an appropriate range of high-quality collateral for DARO that promotes key messages aimed at increasing alumni engagement.
- Contribute to the development and maintenance of a relevant and regularly updated website for DARO.
- Oversees the development and delivery of comprehensive on-line and written communications to alumni.
- Work with the Director on innovative and creative ways to engage with alumni including the use of technology.

Management:

- Contribute to the strategic and operational planning for DARO.
- Assist in the development of policies and processes of DARO.
- Participate in management meetings and activities for DARO.
- Undertake staff recruitment and development to ensure appropriate expertise is available.
- Manage performance development/salary reviews for staff.
- Ensure job descriptions are current and appropriate.
- Set outputs for staff and manage priorities so that they are able to achieve the best possible outcomes for DARO.
- Meet regularly with direct reports to manage workloads and provide instruction and advice.

General:

- Respect and comply with the University Health and Safety Policies, including the reporting of hazards, injuries and incidents. Employees have duties under the Health and Safety at Work Act 2015 not to expose themselves, or those in their place of work, to any risk that may result in injury or harm.
- Ensure staff under your supervision comply with the University Health and Safety Policies, including the reporting of hazards, injuries and incidents.
- Meet with the Director fortnightly to discuss operational progress and issues.
- Take a lead role in the Office team meetings.
- Ensure all actions comply with University, Divisional and Office policies and procedures.
- Undertake other duties as directed by the Director, Development and Alumni Relations.

3. KEY RELATIONSHIPS:

Internal

- Development and Alumni Relations Office.
- Staff within the External Engagement Division.
- Vice-Chancellor and staff of the Vice-Chancellor's Office.
- Chancellor and Pro-Chancellor.
- PVC's, DVC's, HoDs and other related divisional positions.
- All staff within the University.

External

- Alumni and friends of the University of Otago.
- Alumni volunteers in networks, nationally and internationally.
- Alumni Trusts, Foundations and Boards of the University.
- A wide range of individuals and organisations e.g. senior Ministry of Foreign Affairs /Trade officers, senior staff of Education New Zealand, Government officials etc.
- CASE and other relevant alumni higher education professional and networking organisations.

4. QUALIFICATIONS & EXPERIENCE:

Essential

- Graduate qualifications in management, international relations, communications, business development or alumni management.
- Extensive relevant leadership experience in client-centric programmes, specifically in alumni relations or other advancement disciplines including fundraising, marketing, and/or communications in higher education, non-profit or corporate environments.

- Well established leadership and management skills, including the ability to direct and implement policy, develop and execute strategic plans, manage a budget, and lead a team of specialist staff.
- Excellent communication and interpersonal skills, including the ability to manage stakeholders and maintain collaborative and productive working relationships, across all sectors, domestically and internationally.
- Well-developed diplomatic skills and an ability to interact confidently with distinguished alumni and high-profile public figures.
- Ability to interact effectively and quickly gain credibility with a wide variety of alumni, individuals, groups and organisations.
- Ability to develop and enhance national and international networks.
- A proven track record in delivering complex projects within time and budget.
- Experience of setting and effectively managing budgets.
- Demonstrated high level influence, persuasion and negotiation skills.
- Ability to undertake domestic and international travel.

Preferred

- Superior analytical and conceptual skills with a proven track record in providing strategic advice and support to senior managers.
- Good judgement, tact and discretion.
- Strong project management skills with a demonstrated record of developing and implementing creative solutions within a complex organisational structure.
- Experience of engaging with the tertiary education sector.

5. TECHNICAL SKILLS & KNOWLEDGE:

Essential

- Strong skills using modern communication platforms and methods, and experience using AI assisted technologies.
- Experience developing and implementing processes and systems.
- Excellent interpersonal skills including the ability to manage stakeholders and maintain collaborative and productive working relationships across all levels.
- Excellent presentation and communication skills, written and oral.
- Experience in the use of relational databases like Raisers Edge or similar CRM.
- Strong project management skills and time management skills.
- Demonstrable confidence, initiative and self-starting 'get up and go' ability.
- A high level of proficiency in Microsoft Office tools and with the ability to use and exploit modern communication technologies and mediums.
- Actively exemplify and live the University values, embedding and promoting these in interactions with colleagues, alumni, students and stakeholders.
- Respect and embrace Te Tiriti o Waitangi, the Māori Strategic Framework and the Pacific Strategic Framework.
- Embody the University's commitment to inclusiveness, participation, recognition, support and sense of connection and belonging for all alumni, students and staff.

Preferred

- Knowledge of the principles and practices of University alumni relations and fundraising.

6. SPECIAL REQUIREMENTS:

There is a requirement to travel internationally and domestically and work outside normal office hours, e.g. evening work to attend University and Development & Alumni Relations Office events

7. DIRECT BUDGET ACCOUNTABILITY:

Responsible for a budget of approximately \$500K per annum.

8. MĀORI STRATEGIC FRAMEWORK:

Act in a manner consistent with the principles and implications, as well as the University's commitment to the Treaty as articulated in the Māori Strategic Framework.

9. PACIFIC STRATEGIC FRAMEWORK:

Act in a manner consistent with the strategies and goals contained in the University's Pacific Strategic Framework, role-modelling and promoting Pacific values, equity and diversity principles and cultural safety practices.

10. HEALTH & SAFETY:

Act and work in a manner compliant with current health and safety at work legislation and University procedures, frameworks and guidelines. Role model safe behaviour and practices, share the responsibility to prevent harm and contribute to a safe campus and work environment, including raising workplace health and safety concerns for self, students, visitors and other staff.

11. SUSTAINABILITY:

Act in a manner consistent with the University's sustainability commitments; role-modelling sustainable practices, with a particular emphasis on minimising the environmental impact of day-to-day activities.