



Head of Alumni Engagement

Hybrid (two days per week onsite), Park End Street and Hayes House, Oxford
Grade 8: £48,235 - £57,255 per annum including the Oxford University Weighting of £1,500 per annum

Permanent, full time (37.5 hours per week)

Saïd Business School, University of Oxford

Vacancy reference: 178338



The role

Saïd Business School is home to one of the largest, most diverse and successful fundraising teams in Oxford outside of the Central University. The School has secured over £100m in philanthropic income in the last six years alone from major trusts and foundations, multinational corporations, alumni, and other HNWIs and UHNWI's who share our core values and missions as a global business school rooted in the ancient traditions and global excellence of Oxford University.

With the arrival of Professor Soumitra Dutta as the Schools' new Dean, and new a Chief Operating Officer, Manos Kapterian, an ambitious new School five-year plan has recently been agreed and Oxford Saïd is entering an exciting new phase in its evolution. Securing increased levels of philanthropic income and deep levels of alumni engagement will be a critical element in the successful delivery of the new strategy.

In 2022, the School also welcomed Kate Foley as Director of Development and Alumni Relations, who together with a merged and expanded Development and Alumni team and support from across the School will lead the School's efforts and delivery in this area.

The Head of Alumni Engagement is a new senior role in the Development and Alumni team. It serves to support the Associate Director of Alumni and Supporter Engagement across areas that are vital to fostering and nurturing lifelong engagement between the School and our community of alumni: alumni volunteering via networks, committees and international Chapters, delivery of alumni events and communications programme, ensuring an engaging range of content and events for our alumni community, efforts to increase regular giving from the alumni community and student engagement. The Oxford Saïd Alumni community is phenomenal group of individuals with a global footprint that reflects the rich diversity of our student population. We are currently in touch with more than 30,000 alumni from 159 countries. In addition, the team manages relationships after graduation with those who completed online courses: called "Elumni".

We are currently in touch with more than 8700 Elumni in 177 countries and this number is rapidly increasing. This role is crucial to deepening levels of affinity between these communities and the school, maximising engagement and ensuring that the goals of the alumni community are met and support the School's advancement goals.

This role will have three direct reports with a dotted line to a fourth position which currently sits outside of the team.

Reporting to the Associate Director of Alumni and Supporter Engagement, this role is vital to help support the execution of the Alumni Relations Engagement Strategy specifically in furthering alumni participation in the 1 to 3 years out rankings process, increasing our regular giving programme, the delivery of a regular series of global alumni/elumni events and communications, including regular e-newsletters, marketing and digital engagement strategies, and the mobilisation of a global network of international alumni volunteers to support a range of pan-School goals, where alumni can assist e.g. student recruitment, mentoring, careers opportunities etc.

The postholder will ensure that the activities delivered are part of a larger strategic effort to increase levels of alumni affinity by engaging alumni at every stage of their lifecycle with the School: starting when they are prospective students, through matriculation and beyond, with the aim of ensuring that all Oxford Saïd students develop and retain a lifelong connection with the School through meaningful and mutually beneficial ongoing alumni engagement.

The remit of the role is focused supporting the delivery of existing strategic plans through line management and leadership, pro-actively fostering mutually beneficial relationships across our global alumni community, the School, the University and beyond.

Successful candidates will have a good educational background and extensive experience of delivering a programme of engagement to a large community. They will possess excellent communication and interpersonal skills, will



demonstrate leadership ability and have some previous line management experience.

Responsibilities

Line Management

- Line management, recruitment and appraisal responsibilities for the Alumni Networks and Groups Manager, Regular Giving Manager and Elumni Community Manager whilst also providing key directional support to the Alumni Communications and Marketing Manager (currently sitting within a different team).
- Set clear objectives and KPIs for direct reports, and regularly monitor performance against those objectives.
- As a senior member of the team, act as a role model for team members and external stakeholders, championing a positive team culture and adhering to best practice at all times.

Alumni Volunteers and Groups

- Working with the Alumni Networks and Groups Manager, manage an expanding portfolio of alumni volunteers through our Alumni Chapter and Ambassador network, and through our special interest groups.
- Continually innovate and scrutinise the Alumni Chapter tiering system to ensure we maximise the outputs of our international groups and in turn, incentivise them to give back to the School through their time, talent and giving.
- Develop the offering of our special interest groups for example by adding mentoring opportunities, and add additional groups aligned to alumni feedback.
- Create terms of reference for each group and share best practice amongst our volunteer network.
- Working with the Associate Director of Alumni and Supporter Engagement, develop plans to

launch alumni awards to celebrate the impact of volunteer time given and professional accolades.

Elumni Community Management

- Line Manage the Elumni Community Manager and support them with the delivery of the Elumni community strategic goals.

Regular Giving

- Working with the Regular Giving Manager and Associate Director of Alumni and Supporter Engagement, devise and implement a strategy to ensure we increase alumni giving (both in terms of numbers of alumni giving annually and value of annual income) to deliver stretch targets, in the next three and five years.
- Support the Regular Giving Manager in efforts to build on the success of the Giving Day and further efforts of new and existing mass fundraising appeals including, MBA class gifts, reunion gifts and other bespoke personalised appeals.
- Help to build a culture of giving by working with the Donor Relations Manager and Regular Giving Manager to raise awareness of the positive impact of giving on the School and encourage participation from staff and faculty in our fundraising programme.

Events Management

- Working with the wider team, and in-line with the Alumni Relations Engagement Strategy, oversee and support in executing an annual calendar of international alumni events and activities to support the Alumni Relations strategy.
- Working with Alumni Networks and Groups Manager, oversee the international programme of alumni chapter and special groups events strengthening their connection with the school and helping them to meet their professional development goals.
- Working with the Elumni Community Manager, oversee the delivery of a



programme of hybrid events and initiatives to drive membership to the alumni platform, and increase affinity with the School.

- Working with the Regular Giving Manager, oversee the programme of events and activities to drive alumni engagement with our regular giving programme including providing strategic support on the annual Giving Day.

Marketing and communications

- Working with the Alumni Communications and Marketing Manager to execute a calendar of communications and engagement touch points for implementation at key points in the student/alum life cycle.
- Build levels of affinity by repeatedly sharing key messages such as the importance of 'lifelong connection' and awareness of alumni benefits for the full life cycle of an alumnus/alumna journey, starting with when they are prospective students, to their matriculation, past their graduation and entrance into the alumni community.
- Support the Alumni Communications and Marketing Manager in developing the online presence of alumni marketing including on the main School website and through the School's various social media channels.

Student Engagement

- With direction from the Associate Director of Alumni and Supporter Engagement, implement our student engagement strategy to raise the profile of alumni relations among the student community, deepen affinity with the School and increase engagement with our regular giving programme.
- Planning standalone events and activities throughout the academic year to educate the students on the range of alumni benefits available to students, as well as exploring plentiful opportunities to gather opt-ins from students to ensure a lifelong relationship with the School.

- Collaborating with Student and Programme Services, and the Career Development Centre to ensure a seamless journey from student to alum through joined up initiatives such as sector interest groups and events that can continue to provide meaningful professional advancement opportunities after graduation.
- Collaborating with Student and Programme Services to ensure we maximise exposure at student events across the year collaborating on alumni speaker invitations, and lobbying for speaking opportunities at existing School events.

Financial management

- In collaboration with the Associate Director of Alumni Relations, forecast and maintain the budget for your reports' activities ensuring sound financial management, including assessing and adjusting event ticket prices, and seeking sponsorship to maximise savings and ROI.

General

- Maintain regular engagement with key stakeholders across the School to ensure the success of the Alumni Relations strategy including, but not limited to, Faculty Services, Career Development Centre, Student & Programme Services, Executive Education, Marketing & Communications and IT.
- Continuously examine progress and devise a system for regular feedback through alumni surveys etc to help to shape continuous improvement.
- Attend a number of School events throughout the year in both operational and networking capacities including the need to deputise for the Associate Director of Alumni and Supporter Engagement for speaking/presentation responsibilities both internally and externally to further the mission of the Alumni Relations Team.
- Ensure the alumni programme of engagement supports wider departmental goals that



benefit the alumni as well as the School's other departments.

- Willingness to travel internationally to support global events programme.

Selection criteria

Essential selection criteria

- Professional experience of alumni relations, or managing other similar membership communities
- Excellent communication skills – written and interpersonal skills and professional experience of using written communication skills to influence and persuade
- Advanced organisation skills and the ability to juggle multiple competing priorities at one time
- Ability to exercise good judgement and initiative when the situation demands.
- Previous experience of design and management of a high-profile events programme that intersects with multiple different stakeholders in a professional context
- Experience of measuring and evaluating engagement strategies in a professional context
- Previous experience of interacting with senior influential stakeholders in a professional context
- Experience of managing volunteers in a professional context
- Previous line management experience and the ability to manage a team and work collaboratively across the organisation
- Proven success and experience in managing complex budgets, with financial reporting responsibilities
- Self-driven, results oriented with a positive outlook and a clear focus on high quality output, able to solve problems and work calmly under pressure
- Excellent IT skills, including the use of Microsoft Office suite and CRM systems
- Willingness to work outside regular business hours including some evenings and weekend work for events
- Ability to work supportively in a team environment and a can-do attitude
- Ability to think strategically and execute strategies effectively
- Willingness to travel and work internationally as required
- Belief in the transformative power of education
- Educated to Degree level

Desirable selection criteria

- Experience with Salesforce products, Cvent or DARS
- Knowledge and understanding of UK Data Protection laws
- Experience and/or a good knowledge of the University of Oxford or the higher education sector
- Experience of operating at a senior level in a complex decentralised organisation
- Experience in developing a social media strategy
- Experience of managing a regular giving programme
- Experience with communications, marketing, and digital strategy efforts



- Demonstrable ability to build and sustain a major network including (but not limited to) University and School colleagues, alumni volunteers, prospective candidates and current students
- Fluency in one or more languages other than English

Pre-employment screening

Standard checks

If you are offered the post, the offer will be subject to standard pre-employment checks. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity; and (if we haven't done so already) we will contact the referees you have nominated. You will also be asked to complete a health declaration so that you can tell us about any health conditions or disabilities for which you may need us to make appropriate adjustments.

Please read the candidate notes on the University's pre-employment screening procedures at <https://www.jobs.ox.ac.uk/pre-employment-checks>.



About the University of Oxford

Welcome to the University of Oxford. We aim to lead the world in research and education for the benefit of society both in the UK and globally. Oxford's researchers engage with academic, commercial and cultural partners across the world to stimulate high-quality research and enable innovation through a broad range of social, policy and economic impacts.

We believe our strengths lie both in empowering individuals and teams to address fundamental questions of global significance, while providing all our staff with a welcoming and inclusive workplace that enables everyone to develop and do their best work. Recognising that diversity is our strength, vital for innovation and creativity, we aspire to build a truly diverse community which values and respects every individual's unique contribution.

While we have long traditions of scholarship, we are also forward-looking, creative and cutting-edge. Oxford is one of Europe's most entrepreneurial universities and we rank first in the UK for university spin-outs, and in recent years we have spun out 15-20 new companies every year. We are also recognised as leaders in support for social enterprise.

Join us and you will find a unique, democratic and international community, a great range of staff benefits and access to a vibrant array of cultural activities in the beautiful city of Oxford. For more information, please visit www.ox.ac.uk/about/organisation.

Saïd Business School

Saïd Business School blends the best of new and old. We are a vibrant and innovative business School, but yet deeply embedded in an 800 year old world-class university. We create programmes and ideas that have global impact. We educate people for successful business careers, and as a community seek to tackle world-scale problems.

We deliver cutting-edge programmes, including the highly regarded MBA, Executive MBA, a number of specialist MScs, a portfolio of custom

and open programmes and accredited diplomas for executives, and we undertake ground-breaking research that transform individuals, organisations, business practice and society. We are an international and outward looking School with our programme participants coming from more than 50 countries.

We seek to be a world-class business School community, embedded in a world-class University, tackling world-scale problems.

Sustainability

Saïd Business School is committed to the highest standards of environmental sustainability, preserving the planet for future generations and acting in a socially sustainable manner. As an employee you are expected to uphold these commitments in accordance with our Environmental Policy. You can learn more about our organisation's sustainability efforts at:

<https://www.sbs.ox.ac.uk/about-us/School/sustainability>.

Diversity and Inclusion

Oxford Saïd is committed to fostering an inclusive culture which promotes equality, values diversity and maintains a working, learning and social environment in which the rights and dignity of all its staff and students are respected. We recognise that the broad range of experiences that a diverse staff and student body brings strengthens our research and enhances our teaching, and that in order for Oxford to remain a world-leading institution we must continue to provide a diverse, inclusive, fair and open environment that allows everyone to grow and flourish.

Oxford Saïd holds a bronze Athena Swan award to recognise advancement of gender equality: representation, progression and success for all.



Our Values

To better understand our Values, what behaviours demonstrate them and how they are involved in your everyday work we have created the below descriptors.

Transformational

We challenge constructively, provoke thought, and influence and inspire others to develop.

Respectful

We are caring, supportive, appreciative, embrace difference and value each other's opinions.

Entrepreneurial

We embrace and encourage change and innovation. We are creative, flexible and brave.

Collaborative

We are stronger together. We are inclusive, approachable, listen to others and value good communication.

Purposeful

We are a community who believe in sustainable growth, and are responsible, principled and transparent.

Excellence

We are professional, focused and aligned, and have a responsibility to do the very best we can.

Wellbeing

Saïd Business School acknowledge the importance of wellbeing, in enabling people to thrive at work and ensure a work-life balance. It provides a number of initiatives to help support wellbeing and would encourage you to participate. At an individual level, wellbeing means recognising what helps us remain resilient and taking appropriate steps. If we experience difficulties, doing our best to rectify them and making our line manager aware of aspects that they could support us with.

Further information about Saïd Business School is available at www.sbs.oxford.edu.

Social Sciences

Oxford Saïd is a department within the Social Sciences Division, one of four academic Divisions in the University, each with considerable devolved budgetary and financial authority; and responsibility for providing a broad strategic focus across its constituent disciplines.

The Social Sciences Division represents the largest grouping of social sciences in the UK: home to a number of outstanding departments and to the internationally ranked Law Faculty; all are committed to research to develop a greater understanding of all aspects of society, from the impact of political, legal and economic systems on social and economic welfare to human rights and security. That research is disseminated through innovative graduate programmes and enhances undergraduate courses. For more information please visit <https://www.socsci.ox.ac.uk>.



How to apply

Applications are made through our e-recruitment system and you will find all the information you need about how to apply on our Jobs website <https://www.jobs.ox.ac.uk/how-to-apply>.

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

As part of your application you will be asked to provide details of two referees and indicate whether we can contact them now.

You will be asked to upload a CV and a supporting statement. The supporting statement must explain how you meet each of the selection criteria for the post using examples of your skills and experience. This may include experience gained in employment, education or during career breaks (such as time out to care for dependants).

Please upload all documents **as PDF files** with your name and the document type in the filename.

All applications must be received by **midday** UK time on the closing date stated in the online advertisement.

If you currently work for the University please note that:

- As part of the referencing process, we will contact your current department to confirm basic employment details including reason for leaving.
- Although employees may hold multiple part-time posts, they may not hold more than the equivalent of a full time post. If you are offered this post, and accepting it would take you over the equivalent of full-time hours, you will be expected to resign from, or reduce hours in, your other posts(s) before starting work in the new post.

If you need help

Application FAQs, including technical troubleshooting advice is available at <https://staff.web.ox.ac.uk/recruitment-support-faqs>.

Non-technical questions about this job should be addressed to HR.Recruitment@sbs.ox.ac.uk.

To return to the online application at any stage, please go to www.recruit.ox.ac.uk.

Please note that you will receive an automated email from our e-recruitment system to confirm receipt of your application. **Please check your spam/junk mail** if you do not receive this email.



Important information for candidates

Data Privacy

Please note that any personal data submitted to the University as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see the University's Privacy Notice for Job Applicants at <https://compliance.admin.ox.ac.uk/job-applicant-privacy-policy>.

The University's Policy on Data Protection is available at <https://compliance.admin.ox.ac.uk/data-protection-policy>.

The University's policy on retirement

The University operates an Employer Justified Retirement Age (EJRA) for very senior research posts at **grade RSIV/D35 and clinical equivalents E62 and E82** of 30 September before the 70th birthday. The justification for this is explained at <https://hr.admin.ox.ac.uk/the-ejra>.

For **existing** employees, any employment beyond the retirement age is subject to approval through the procedures <https://hr.admin.ox.ac.uk/the-ejra>.

There is no normal or fixed age at which staff in posts at other grades have to retire. Staff at these grades may elect to retire in accordance with the rules of the applicable pension scheme, as may be amended from time to time.

Equality of opportunity

Entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation.



Oxford Saïd Exclusive Benefits

Wellbeing initiatives

Oxford Saïd runs an annual Wellbeing Day for all staff. In addition to this, there is yoga, healthy food deliveries, health MOTs and a range of other ad hoc programmes. Our excellent catering facilities provide a high standard of food, including healthy eating and vegetarian options at a subsidised cost.

Staff Summer and Christmas parties

Oxford Saïd like to reward all of their staff for their great work and their Christmas and Summer parties are our way of saying thank you. The Christmas party is for all staff and the summer party is for staff and their immediate family members, because we know how important family is to all of us.

Employee Assistance provider

Validium is an employee assistance and wellbeing consultancy that works in partnership with the Business School to provide staff and their immediate family with a free 24-hour per day helpline providing confidential information and counselling services on personal issues.

University of Oxford Benefits

Annual leave

38 days (inc. public holidays). Long service additional annual leave – up to 5 days per annum, pro rata for part time employees. Previous service within higher education sector can be recognised. An additional scheme enables staff to request to purchase up to 10 additional days in each holiday year.

Salary and salary sacrifice schemes

The University salary and grading structure allows for annual incremental progression until a scale-bar point is reached. This incremental progression is automatic. Additionally, there are salary sacrifice schemes for bicycles and electric cars. See <https://hr.admin.ox.ac.uk/staff-benefits>.

Pension

If you are on an academic or academic related pay scale (grade 6 or above), you are automatically a member of USS. Employer contribution is 14.5% and Employee contribution is 6.1%.

If you are on a pay scale other than academic or academic related (grade 1-5) you are automatically a member of OSPS. Employee contribution can be between 4%- 8% and Employer contribution 6%-10%.

University discounts

All University staff can purchase a NUS Extra discount card for £12 for 12 months (£22 for 2 years, £32 for 3 years) which gives access to numerous exclusive offers and discounts from many popular retailers. There are a wide range of other discounts from external companies available using a university card.

University Club

Membership of the University Club is free for all University staff. The University Club offers social, sporting and hospitality facilities. Staff can also use the University Sports Centre on Iffley Road at discounted rates, including a fitness centre, powerlifting room and swimming pool. See www.club.ox.ac.uk and <https://www.sport.ox.ac.uk/>.

Access to Oxford buildings

Free access to a number of Oxford colleges, Botanic Gardens, Harcourt Arboretum, Wytham Woods and discount at numerous restaurants/shops.





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www.sbs.oxford.edu

All information is correct at the time of going to press.

Please check our website for the most up-to-date information.

Saïd Business School, University of Oxford