



WORCESTER COLLEGE OXFORD

JOB DESCRIPTION & PERSON SPECIFICATION

Post	Alumni Engagement Manager
Department	Development
Reports to	Development Director
Job grade	Grade 7 (£37,174 - £45,413)
Date	April 2025

The College

Worcester is one of the 39 constituent colleges of the University of Oxford. Founded in 1714, it occupies the 26-acre site on the western side of the city where the Benedictines first founded Gloucester College in 1283. Some of the buildings of the earlier college survive, and the resulting mixture of architectural styles, together with the beautiful gardens, lake, and playing field, attract students and visitors alike. The College has c. 400 undergraduates and c. 200 graduate students; of these, 260 students live within the boundaries of the College itself, and a further 200 live in College accommodation located within 300 metres of the College Lodge. Like all Oxford Colleges, Worcester is an independent self-governing institution regulated by the Charity Commission. The Governing Body comprises the Provost (Head of the College), who chairs it, and 51 further Fellows: together they are responsible for the admission and tuition of students, for the welfare of all students and staff, and the College's finances.

The Development Office

The Development Office at Worcester College was established more than thirty years ago. It is responsible for fostering, maintaining, and deepening relationships with our community of circa 9000 alumni ('Old Members') and friends in 104 countries. The Development Office is responsible for all aspects of College fundraising, working closely with the growing number of alumni and friends who generously support the College financially. With a Development Strategy approved in autumn 2023 following the launch of a new College strategy, this is an exciting time to join the College and become part of a small, friendly team dedicated to supporting the College's educational objectives. The team consists of the Development Director, Deputy Development Director, Alumni Engagement Manager, Events Officer, Development Coordinator, Database and Stewardship Officer, and Regular Giving Officer. The team also works closely with the College's Communications Manager.

The postholder will report directly to the Development Director and will be expected to work in a supportive and collaborative way with all members of the Development Team, the Communications Manager and colleagues across the College and wider University.

Overall Job Purpose

The role focuses on expanding and deepening connections with the College's alumni community at every stage of their lives, through the development and delivery of an alumni and supporter engagement strategy. This strategy aims to build relationships with alumni and donors to lead to greater involvement with the College through the giving of funds, time and expertise. It also plays a vital role in ensuring donors to the



WORCESTER COLLEGE OXFORD

JOB DESCRIPTION & PERSON SPECIFICATION

College have a strong sense and knowledge of the positive impact of their generosity, so that their philanthropic giving to Worcester is a meaningful, enjoyable and positive experience.

Person Specification

The Alumni Engagement Manager is a key senior role within Worcester's Development Team, responsible for the development and delivery of an effective alumni and supporter engagement strategy. The role is varied and requires strategic thinking, relationship building ability, strong attention to quality and detail and project management skills. The role would suit someone with the drive and creativity to use their events and communications experience to deliver an innovative and successful engagement programme. The role includes donor stewardship work, so also offers the opportunity to develop fundraising knowledge and experience.

Key Responsibilities

The core tasks will include:

Strategy delivery:

- Direct and deliver an innovative and ambitious alumni and supporter engagement strategy to underpin fundraising goals, and thereby help achieve the College's wider strategic objectives.
- Balance the engagement tools at your disposal in order to create a coherent strategy and related operational plan. Tools include, but are not exclusive to: in person and online events, print and email communications, social media, website, and benefits for alumni (such as dining in College, visiting rights, and the option to purchase College branded merchandise).
- Ensure the alumni and supporter engagement strategy takes advantage of Worcester College's particular characteristics, history and evolving student experience.
- Be alert to opportunities for connections with potential that can be passed onto the Development Director and Deputy Development Director, in particular in the identification and cultivation of prospective donors.

Events:

- Coordinate an Old Member events programme that appropriately addresses the main aspects and stages of the relationship alumni might have with the College. Using your creativity and understanding of the Development Team's goals, work with the Development Director and Deputy Development Director to ensure the programme remains strategically focused. This includes balancing in person and online events, broad 'open to all' events, events outside the UK, networking events, stewardship events for donors of different types, and events to support major donor fundraising.



WORCESTER COLLEGE OXFORD

JOB DESCRIPTION & PERSON SPECIFICATION

- Take personal responsibility for delivering the strategic and creative aspects of the events programme.
- Take responsibility for delivering the operational and administrative aspects of the events programme to a high standard, with support from the Events Officer.
- Deliver excellence in events marketing and attendee experience. This will involve working as a team with other parts of the College as required to ensure a professional level of delivery of College-based events, and with contractors and alumni, where relevant, for external events.
- Manage the appropriate staffing by events of Development Team members and other colleagues, and personally attend to oversee the events to ensure smooth running.

Communications for engagement:

- Using insights from the Development Director and Deputy Development Director, use appropriate social media platforms to allow alumni to connect with one another by regional location or by industry sector. Develop a positive working relationship with volunteers who can mobilise these communities and carefully develop meaningful opportunities for volunteers and groups to have greater involvement in College goals.
- Manage the Old Members Events inbox with support from the Events Officer, responding to all emails within agreed timeframes with courtesy, and ensuring cover for the inbox in periods of staff absence.
- Liaising with the Communications Manager who runs the College's principal social media platforms, develop a social media strategy specifically to engage alumni and supporters.
- Oversee the production of online and print material for alumni and supporters. Work with the Communications Manager, in liaison with the Development Director, to produce and distribute the annual Old Member publications, including the Worcester College *Magazine* and the *Record*. This will involve engaging with academics, Old Members, and other supporters, as well as staff in College, to create high-quality engaging material and coordinating and managing the follow-up that this produces. Manage and oversee the production of high-quality, engaging termly e-newsletters for Old Members and other stakeholders. Carry out research of communications from similar organisations to ensure Worcester takes advantage of new possibilities. This may include considering the use of video content, podcasts, and other multimedia communication elements.

Donor stewardship:

- Work with the Development Director and Deputy Development Director to take strategic, creative and management responsibility for an annual programme of stewardship events, designed to thank donors to the College. At the time of writing these include: the annual Donors' Garden Party, 1714 Society lunch, and Foundation Circle event.

Stewardship communications:



WORCESTER COLLEGE OXFORD

JOB DESCRIPTION & PERSON SPECIFICATION

- Work with the Deputy Development Director to produce the annual report to donors, and other mass stewardship communications as needed.

Management:

- Line manage the Events Officer.
- Take responsibility for increasing levels of Old Member engagement by measuring and reporting the success of the different elements of the alumni engagement plan and regularly assessing where improvements or innovations should be introduced.
- Administer elements of the budget in a cost-effective manner with a continuous focus on best practice and value on expenditure and investment.

The appointee will also be expected to carry out such other duties as the Development Director may request as befits the grade and responsibilities of the post. The Job Description provides an indication of the nature of the post but is not intended to be exhaustive.

General obligations

Candidates will be assessed based on the criteria set out below and should ensure that their application provides evidence of how they meet the criteria. Examples of relevant experience need not be just from work; candidates may wish to give examples from the study, voluntary work or skills gained in their family or social life.

Essential

- Educated to degree level or equivalent
- Professional experience and proven track record in managing highly effective alumni relations programmes, or managing similar membership communities
- The drive and creativity to use events and communications skills to deliver an innovative engagement programme.
- Outstanding communication skills, both verbal or written, with strong attention to detail and accuracy
- Experience producing marketing or communication materials that are designed to influence
- Experience of strategically creating events and communications programmes that meet organisational goals
- Experience managing and delivering events to a high professional standard
- Proven IT skills, including the flexibility to learn new applications at speed
- A demonstrable understanding of the role of data in relationship management
- Knowledge of stewardship best practices and experience of, or an interest in, developing in this area
- Interest in developing line management experience



WORCESTER COLLEGE OXFORD

JOB DESCRIPTION & PERSON SPECIFICATION

- Proven ability to create realistic plans and a track record in achieving objectives, targets and deadlines, effectively managing workload and prioritising own work to deadlines
- The willingness and ability to build relationships with students, Fellows, staff, Old Members, and donors at every level
- Ability to work as part of a team, and also to work unsupervised and under own initiative
- Sound professional judgement; the ability to be diplomatic and polite at all times including when delivering important events.
- Highly motivated to deliver a successful programme, with the curiosity to notice internal and external trends and respond positively to feedback and challenges. A 'growth mindset' to ensure the alumni engagement strategy responds in an agile manner to such trends and challenges if necessary
- Positive 'can do' attitude, collaborative working style and the ability to promote the College in a positive way
- A strong belief in the difference Higher Education makes in solving the challenges the world faces

Desirable

- Experience working in Higher Education
- Previous line management experience
- Previous professional experience of working in the Development Office of an Oxbridge College or University Development Team
- Experience in using NXT or equivalent email marketing software
- Experience working with data to reach engagement goals

The job description may from time to time be amended by the College and in addition to the duties set out in it you may, from time to time, be required to undertake additional or other duties within your professional capabilities as are necessary to meet the needs of the College.