



Wolfson College  
Cambridge



# Alumni Relations Manager

Candidate Pack

## FROM THE DEVELOPMENT DIRECTOR

Thank you for your interest in Wolfson College. Here at Wolfson, we are proud of our friendly and diverse community. We have exciting plans for a physical transformation of our campus, and for increasing the support that we currently receive from our worldwide alumni network.



Since joining Wolfson, I have been impressed by the enthusiastic welcome that is afforded to new staff, students and visitors to our beautiful college. The role of Alumni Relations Manager will be critical in enabling us to fulfil our ambitious goals and contribute to our vision for the future of Wolfson.

This is a great opportunity for an enthusiastic and motivated person who has experience of managing membership schemes and wants to be part of a successful and ambitious team. Wolfson College has over 12,000 alumni in over 100 countries and aspire to provide programmes that will engage Wolfson members all over the world. We are interested in hearing from applicants from the wider charity sector as well as higher education fundraisers. If you would like to discuss the role in more detail please contact me at: [director-development@wolfson.cam.ac.uk](mailto:director-development@wolfson.cam.ac.uk).

**Simon Crookall** *Development Director*



## THE COLLEGE

Wolfson College is one of the 31 Colleges in the University of Cambridge. Founded by the University as University College in 1965, the College became Wolfson College in 1973 following a benefaction from the Wolfson Foundation. The College was the first in Cambridge to have both male and female students and male and female Fellows. The College occupies a single attractive site in the Newnham area of the city, situated between the growth areas of the University in West Cambridge, North-West Cambridge and the Biomedical Campus at Addenbrooke's Hospital, while being a short walk from the University Library and the Sidgwick site, home to most of the Humanities and Social Sciences faculties. This puts Wolfson College at the heart of one of the world's leading universities.

Wolfson College is frequently described as 'egalitarian' and 'international'. There is a non-hierarchical culture in the College, e.g. there is no separate dining for Fellows at a 'high table' and no difference in status between students, staff and Fellows. The College is often praised for its friendly, informal and approachable atmosphere, which begins with "the friendliest Porters' Lodge in Cambridge" and carries through the entire organisation. Over 90 nationalities are represented within the current student body (with over 150 nationalities among the alumni worldwide). Wolfson has one of the largest cohorts of US alumni, and a wide network of contacts across the world.

The College is one of the larger Colleges in terms of student numbers, with over 1,000 students, made up of around 150 mature undergraduates (aged 21 or above), 500 full-time postgraduates studying for a one year Master's degree or PhD, and 350 part-time postgraduates studying for a Master's degree over two years. All academic disciplines are reflected in the student body and in the Fellowship, with particular strengths in Law, English, Computer Science and the Life Sciences. A number of "research hubs" have been set up to encourage interdisciplinary activities in Global Health, Gender, and Sustainability, which are of interest to Fellows and students. The College provides academic and pastoral support tailored to the distinctive needs of postgraduate and mature undergraduate students, not all of whom have followed standard paths to University education. The College is able to offer accommodation on site to its full-time students for up to three years. This helps to create a strong sense of community in the College.

As well as the student body, there are 120 Fellows, who form the Governing Body of the College. The College Council comprises ten Fellows elected by the Governing Body, together with the President, Vice-President, Bursar, Senior Tutor and Development Director and three officers of the Wolfson College Students Association (WCSA). The members of the College Council are the Charity Trustees of the College, which is a registered charity. The Council is responsible to the Governing Body for the operational running of the College. Professor Jane Clarke FRS, FMedSci has been President of Wolfson since 2017. Her successor, Professor Ijeoma Uchegbu, will take up office in October 2024. The President, who holds office for seven years, is head of the College, chairs the Governing Body and represents the College within the University and externally.

Further information about the College is available from [www.wolfson.cam.ac.uk](http://www.wolfson.cam.ac.uk)

## THE ROLE

As a member of the Alumni and Development Department, the postholder will devise and deliver a programme of successful alumni relations events and activities for Wolfson College, to help expand its alumni networks in the UK and internationally and to build beneficial relations with its wider membership community. The postholder will work closely with colleagues in the Development Team, as well as with various College societies and clubs to maximise alumni opportunities and involvement.

Responsible for:

- Planning and running Wolfson's alumni relations programme, including reunion events, donor stewardship events, College social events such as the annual Garden Party, student society dinners, and overseas alumni events.
- Overseeing an active programme of communications with alumni, by mail and email, on LinkedIn and other social media, in collaboration with the Communications Team.
- Developing a programme to engage recent graduates, both full-time and part-time, and keep them involved in the life and community of the College.
- Identify high profile alumni and work to engage them in the College's events and activities.

Key duties and responsibilities

### Activities and Events

Plan and manage a full calendar of activities and events throughout the year to engage with alumni in line with the College's strategic agenda.

Work with the student societies such as Law, Medicine and Entrepreneurship to organise events to involve alumni and current members of College.

Assist the Director of Development in planning itineraries for foreign trips, including alumni receptions and individual meetings.

Ensure that activities are well planned and delivered to a high standard.

Liaise with the alumni office of CUDAR to develop collaborations and best practice.

### Database, Record Keeping and Reporting

Ensure that alumni records are kept up-to-date, and that the contact details of graduating students are added to the database.

Work with Development Office colleagues, in particular the Database Manager, to develop accounting and reporting metrics, policies, and processes to ensure good management of data.

Be a key user of the Department's CRM database, Raiser's Edge, and ensure that the College adheres to current GDPR regulations and best practice.



## THE ROLE - CONTINUED

### Key duties and responsibilities

#### Communications

Work closely with the Communications Office to ensure that a regular and balanced programme of communications is sent to alumni, in keeping with the College's overall communications strategy, including the alumni newsletter Ring True.

Be responsible for developing the College LinkedIn account to engage students, alumni and wider networks around careers, opportunity, impact, and the benefits of a top-class experience at Wolfson.

Ensure the Alumni Relations and Networks section of the website is kept up to date and engages with Wolfson's community.

Work with Cambridge University's Development and Alumni Relations on combined communications to raise the profile of Wolfson's alumni.

Devise and conduct regular alumni surveys on key areas of interest and implement findings.

Ensure GDPR compliance and good practice.

#### Training and Development

The post holder is required to participate in relevant training courses and keep up to date with good practice. Training is available via the Cambridge Colleges' Development Group, CASE and other alumni and fundraising organisations and Blackbaud.

All staff must adopt a responsible attitude towards health and safety and comply with any procedures required by the College to ensure the health and safety of themselves, their colleagues and any other persons who may be affected by their actions. They must be prepared to undertake any training provided in relation to health and safety and College policies and procedures.

#### Fundraising

Working collaboratively with the Deputy Development Director and with reference to the College's strategic priorities, societies, and groups, help to identify suitable projects that might appeal to alumni for support and prospective new donors or donors who might increase their commitment.

#### Key Relationships

All members of the team and other colleagues who assist with the alumni events programme and provide articles and information for communications.

Wolfson's Communications Manager and members of their team who are responsible for Wolfson's corporate social media, website, corporate communications, and publications such as the annual Wolfson Review.

Tutorial team to ensure the smooth transition from student to alumni.

Regular and personal contact with alumni, Fellows and members who may be volunteers, prospects, involved in groups, manage their own informal reunions and/or existing donors and friends of Wolfson.

Other colleagues across the 31 Colleges of Cambridge and Cambridge University Development & Alumni Relations (CUDAR) and Cambridge in America (CAm).

Academic colleagues to facilitate alumni visits and to publicise department-led activities to alumni.

External companies and suppliers.

#### Other

The role will be based in College, with some requirement to work in the evenings and at weekends, with time off in lieu, and occasionally travel to events within the UK.

# PERSON SPECIFICATION

*Qualifications and Experience*

ESSENTIAL

- Educated to degree level or equivalent
- Alumni or development in a Higher Education environment
- Marketing or communications
- Memberships
- Line or volunteer management

DESIREABLE

- College experience
- Membership of a relevant professional body
- International experience
- Digital communications
- Events management and delivery
- Mentoring and career skills

*Knowledge and Skills*

- Alumni, Patrons, or Membership schemes
- CRM databases
- Data protection and good practice
- Planning, management and delivery of projects and programmes
- Numerate and literate
- Strong team-working skills and with an ability to work independently, show initiative and exercise sound judgement
- Strong interpersonal skills with the ability to liaise with people at all levels and of all ages and backgrounds, combined with an understanding of social etiquette and cultural sensitivity

- Experience of Raiser's Edge
- Financial literacy and administration
- Understanding of company accounts and structures
- Using print layout, email marketing, social media, and other communications tools
- Interest in/commitment to the higher education sector

*Personal Attributes*

- Professional and well presented with a mature attitude
- Flexible, creative, resourceful and self-motivated
- Ability to balance competing priorities under pressure without compromising work quality
- Ability to maintain confidentiality at all times, show initiative and exercise sound judgement
- Ability to attend occasional events out of hours and at weekends

- Interest in/commitment to the higher education sector
- Ability to attend occasional out of hours events and at the weekend



# TERMS AND CONDITIONS OF EMPLOYMENT

## SALARY

£33,000 to £38,000 per annum according to experience.

## BENEFITS

Membership of DC Group pension scheme, with employer contributions of up to 13%

Death-in-service benefit of two times salary

Generous sick and parental pay schemes

Membership of a healthcare cash plan

Free staff lunch when the College kitchens are open

Free parking

Use of the College Gym and Library

Employee Discount and Cycle to Work Scheme

Personal training and development programme

Wolfson operates an agile working policy

## WORKING HOURS

37.5 hours per week but part time considered

The nature of this job requires a flexible approach to work.

There will also be the need for attendance at events during evenings and weekends, and outside of Cambridge, for which time off in lieu will be given.

## HOLIDAYS

25 days' holiday per year plus public holidays. Of the 25 days' holiday, the College schedules 3-4 days in December for all staff when the department is closed.

Attendance may be required on public holidays which occur in Full Term, such as the May public holidays, for which alternative days' holiday are given.

## CONDITIONS

The appointment will be subject to evidence of the right to work in the UK, satisfactory references and an initial six-month probationary period. Following the successful completion of the probationary period, the period of notice would be two months.

The College actively supports equality, diversity and inclusion and encourages applications from all sections of society.

The College has a responsibility to ensure that all employees are eligible to live and work in the UK.

In applying for this role, you will provide personal data which the College will process in accordance with its data protection obligations and Data Protection Policy.

# HOW TO APPLY

Please send a covering letter and CV setting out your suitability for this post, to arrive by 9:00am on Monday 13 May 2024 to:

HR Manager (ref. Alumni Relations Manager)  
Wolfson College  
Barton Road  
Cambridge CB3 9BB

or by email to: [jobs@wolfson.cam.ac.uk](mailto:jobs@wolfson.cam.ac.uk)

Interviews are planned to be held during the week beginning Monday 27 May 2024.





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