

# RCA/180



**Royal College of Art**  
180 Years of Innovation, Art & Design

## ROYAL COLLEGE OF ART

### JOB DESCRIPTION

<b>Post:</b>	Alumni Relations Manager
<b>Department:</b>	Development and Alumni Relations
<b>Grade:</b>	8
<b>Reports to:</b>	Head of Alumni & Supporter Engagement

### Background

The Royal College of Art is the world's pre-eminent art and design university. The College is home to some 1,780 students from more than 65 countries, pursuing a range of post-graduate courses and fields of doctoral research. At present the College offers 26 distinct programmes or pathways of study, by 2021, this will grow to 34, with student numbers increasing to 3,000. There are over 11,000 active alumni in 70 countries with an alumni engagement programme that includes print and online communications, alongside a programme of worldwide events.

This is an exciting time to be joining the RCA's growing Development and Alumni Relations Team, which currently comprises of 11 members of staff working across Supporter Engagement, Fundraising and Operations. The College is planning its first fully comprehensive philanthropic fundraising campaign and in readiness for this exciting new chapter in the RCA's history the Development and Alumni Relations team is seeking to appoint an Alumni Relations Manager who will take primary responsibility for activities and communications directed towards the alumni community.

### Job Summary

The Alumni Relations Manager will be a confident self-starter, able to work on his or her own initiative in devising and delivering innovative and effective alumni relations engagement which supports fundraising strategies and non-financial giving. Working with the Head of Alumni and Supporter Engagement, this role will develop and deliver a varied engagement programme with the goal of building a large community of supportive alumni, who are willing to act as advocates for the College and our philanthropic efforts.



This role will involve devising and implementing new volunteer activity for the RCA, working with Development and Alumni colleagues as well as the wider Schools and Programmes to engage alumni in opportunities of benefit to their lifelong relationship with the College.

The Alumni Relations Manager will be responsible for delivering a varied programme of events in the UK and abroad, ranging from small, informal gatherings to large-scale reunions and private views.

The role will also commission written and visual contributions for publications, including print and e-newsletters, and manage the College's alumni website and social media presence.

It is important for the position holder to be flexible and adaptable, and able to contribute to the overall development and advancement function of the RCA.

**Key Responsibilities:**

- To ensure the development and effective implementation of the Alumni Relations Strategy with day-to-day operational responsibility for planning and delivering all alumni relations communications and activities
- To plan, publicise and deliver an annual programme of alumni events internationally, which collaborates with Schools and external contacts, maximises the attendance of RCA alumni and generates overall goodwill towards the College
- To devise strategies for engaging notable alumni such as David Hockney, Ridley Scott, Tracey Emin and Alice Temperley in College profile-raising activities e.g. website interviews & profiles, publications, fundraising proposals, magazine contributions and social media presence such as Instagram takeovers
- To work closely with Schools and Programmes across the RCA to gain an in-depth understanding of the College's academic offer, and that of each individual programme - identifying the key graduates nationally and internationally who may be assessed for philanthropy or approached to support student recruitment (this includes engaging with heads of programmes and other senior academics)

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- To devise and implement a new programme of volunteer activity and stewardship for alumni with an international reach, this includes the establishment of alumni groups and key in-country contacts
- To be prepared to meet face to face with notable, influential or prominent alumni, encouraging them to participate in alumni events and RCA activities, or making the initial approach to cultivate support for philanthropy
- To work with Registry and Communications & Marketing to ensure the use of alumni communications, events and networks in recruiting students to the RCA from across the world and raising the College's profile
- To coordinate and write engaging print and electronic communications including alumni e-newsletters, magazines and social media networks for alumni (currently: Facebook, Twitter and LinkedIn) to drive up participation across all platforms and promote a culture of philanthropy
- To update and maintain the Alumni RCA website
- To handle all alumni event logistics, including speaker invitations, managing budgets, catering, transportation and all other elements necessary for the successful running of alumni events
- To work with the Head of Alumni Relations and Supporter Engagement on the development and implementation of a Convocation strategy to reach new graduates
- To accurately record information on the Raiser's Edge database and to encourage alumni to update contact details and business information
- To regularly review the alumni engagement strategy with the Head of Alumni Relations & Supporter Engagement and to constantly strive to improve the alumni relations programme
- To work collaboratively across the Development & Alumni Relations Team
- To represent RCA to all alumni and other external audiences

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## PERSON SPECIFICATION

### PART ONE

#### Knowledge and experience

##### Essential:

- Educated to degree level or equivalent
- Experience of working in a fundraising and/or higher education environment
- Experience of planning and delivering alumni and/or supporter engagement events
- Experience of liaising with senior figures internally and externally
- Experience of producing inspiring and engaging copy, in print and online, for a range of communications
- Experience of generating and recording alumni contacts and networks, engagement and stewardship
- Experience of recruiting and working with volunteers
- Excellent working knowledge of a fundraising/CRM database such as Raisers Edge
- Knowledge of social media channels and campaigns (e.g. Facebook, Twitter etc.)
- Willingness to travel internationally and work outside of standard office hours on some occasions

##### Desirable:

- An understanding of the Postgraduate Higher Education environment
- Experience of recording, managing and reporting financial information

### PART TWO

#### Skills and abilities

##### Essential:

- Excellent written and oral communications skills, with the ability to adapt language and tone to suit a variety of different audiences and media including internally and externally to the organisation
- Excellent inter-personal skills with the ability to establish a rapport with alumni from all walks of life during events, in one-to-one meetings, and over the telephone
- Proven organisational skills with an ability to prioritise and manage multiple tasks and variety of demands
- Ability to engage and work successfully with a variety of constituencies such as alumni, academics and the wider College community

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- Ability to liaise with individuals at all levels, from prospective students to recent graduates and high profile artists and designers
- A combination of the personal sensitivity, creativity and tact that is needed when working with senior academics and prospective donors to the College
- Diplomatic and discreet with experience of dealing with sensitive and confidential matters
- Understanding of fundraising priorities and ability to work flexibly and effectively within a team towards common objectives
- Excellent computer skills - proficient in Word, Excel and desk top publishing software

**Desirable:**

- Language skills other than English
- An interest in art and design

**Additional Information**

- Salary: £39,659 - £43,107 per annum inclusive of London Allowance
- Normal hours will total 35 hours per week, Monday to Friday, 9.30am and 5.30pm with an hour each day for lunch and with built-in flexibility to adjust the working hours (with notice) to meet the daily work exigencies.
- 25 days annual leave plus extended breaks at Christmas and Easter.
- Contributory defined benefit pension scheme and season ticket loan.
- The College has a policy which prohibits smoking in all areas of the College.

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## **PAY & BENEFITS**

### **Pension**

The Royal College of Art is a member of the Superannuation Arrangements of the University of London (SAUL) which is a contributory defined benefit pension scheme. The college will contribute a sum equal to 16% of your salary while you pay 6%.

### **Holiday**

5 weeks' (25 days) paid leave a year plus bank and public holidays normally observed in England and Wales. In addition, the college is normally closed for six days a year, one day either side of Easter and the remainder between Christmas and New Year. Part-time staff will be entitled to the pro rata equivalent.

### **Season ticket loans**

Interest-free loans are available for staff to purchase annual season tickets.

### **Enhanced maternity and adoption pay**

Qualifying employees are entitled to enhanced maternity/adoption pay: 26 weeks' full pay, 13 weeks Statutory Maternity/Adoption Pay. This compares to the statutory provision of 90% of average pay for 6 weeks followed by Statutory Maternity/Adoption Pay for 33 weeks.

### **Enhanced paternity pay**

Qualifying employees are entitled to two weeks' paternity leave entitlement at full pay. This compares to the statutory provision of two weeks' pay at the statutory rate.

### **Enhanced sick pay**

Occupational sick pay after six months' service is three months' full pay/three months' half pay.

### **24/7 confidential support**

Staff and family members in their household have access to a free, external confidential support service for work, financial, legal, family and personal problems 24 hours a day, 365 days a year.

### **Occupational health**

Occupational Health support for the College is provided by Imperial College's occupational health service at their South Kensington Campus.

### **Cycle to Work Scheme**

The Royal College of Art has signed up to the Cycle to Work Scheme – part of the government's Green Transport Initiative – which allows employees to make significant savings on purchasing new bikes and safety equipment.

### **Childcare Vouchers**

The Royal College of Art enables staff to purchase childcare vouchers, through its partner Edenred, as a salary sacrifice scheme.

### **Life Cover**

Active members of the SAUL pension scheme automatically receive life cover. A lump sum of four times your salary together with a refund of your contributions and a 2/3 pension for your dependent/spouse is payable should you die whilst in employment.

### **Library**

All staff are welcome to join the college library.

### **Events**

All staff are welcome to attend exhibitions, lectures and private views held by academic schools and programmes.