



St Catharine's College
Cambridge



ALUMNI
ENGAGEMENT
MANAGER

October 2024

ABOUT US

St Catharine's College (affectionately known as 'Catz') is a welcoming, inclusive and vibrant academic community located in the heart of Cambridge. We are known as a friendly College and one with a real sense of community.

St Catharine's is one of the 31 Colleges in the University of Cambridge and is dedicated to academic excellence, ambition, diversity and welfare. We are committed to ensuring our students realise their academic and personal potential, empowering them to make a difference in the world.

Our vibrant community includes scholars from a wide range of backgrounds, reflecting the society we pledge to serve.

The Catz experience is transformational. Catz graduates around the world have forged successful careers in fields such as research, law, medicine, finance, publishing, arts and politics.

We are committed to widening participation in higher education and to supporting students of all educational and social backgrounds, including those traditionally underrepresented at UK universities.

We believe in the importance of being outward looking; Fellows and students look beyond the College and the University to the world, and try to make a positive difference. Initiatives include a partnership between the College and Cambridge Women's Aid, working together to provide direct support to survivors of domestic abuse, and Heads Up!, a project supporting the interest of young people with disabilities, physical and/or mental health conditions, specific learning difficulties and neurodiversity, which was shortlisted for the 2021 Bright Network Diversity & Inclusion Award.

For more information about the College, please visit www.caths.cam.ac.uk



WELCOME



I am delighted that you are interested in the role of Alumni Engagement Manager at St Catharine's College.

The academic year 2024/25 is an exciting time to join the Alumni and Development Office. The Master, Sir John Benger, (who is an alumnus of St Catharine's) has just completed his first year leading the College, and a new College strategy is in the pipeline. The ADO will have an important role in delivering the resources that underpin that strategy.

The fundraising function of an Alumni and Development Office depends on good alumni engagement, through a wide range of events and communications that will stimulate and interest alumni members of the community around the world. St Catharine's members have a strong bond with their College and have invariably formed lifelong friendships from their years at Catz. Alumni tell us how their time at College was 'life changing', so it is not surprising that many want to remain connected.

The Alumni Engagement Manager will play a fundamental role in developing further the relationship between the College and alumni, donors and friends. You will be a strategic thinker, used to carrying out surveys and interrogating data to understand how best to engage members of the College community. You will have an eye for clear and compelling communications in all media and will understand how to develop an events strategy that increases engagement. You will also be able to support and guide the Alumni & Events Officer as their line manager.

Joining an existing team of six highly motivated and experienced alumni and development professionals, your willingness to get involved is important. The friendliness of the team reflects the welcoming community of St Catharine's, and your attitude will add to that positive mix.

I look forward to receiving your application and welcoming another valued member to the Alumni and Development Office team.

Catherine Twilley – Development Director

photo credit (above) Elodie Güge



Photo credit Ian Olsson

THE ROLE

The Alumni Engagement Manager is responsible for supporting the creation and delivery of the alumni relations strategy and managing all aspects of the programme. This includes publications, alumni communications and events, as well as working with the St Catharine's Alumni Society.

This is a senior role within the team and the Alumni Engagement Manager may be required to deputise for the Development Director on alumni relations matters, where appropriate. The postholder is expected to develop a strong relationship with members of the wider College community. The postholder is supported in their responsibilities by the Alumni Relations and Events Officer.

Main Duties and Responsibilities

Strategy

Supporting the Development Director with the creation and delivery of a comprehensive alumni engagement strategy, designed to ensure a pipeline of engagement in support of the College's activities to an agreed budget.

Continually reviewing the programme using analytical data to ensure it meets its objectives.

Events

- Responsibility for creating and delivering the ADO events strategy with the support of the Alumni Relations and Events Officer.
- Attending events as required, in Cambridge and elsewhere, which may be at weekends and/or evenings.

Communications

- Responsibility for the ADO communications strategy, liaising with the ADO team to create and deliver alumni and fundraising communications in line with the College's priorities and policies.
- Managing the production of the annual Alumni magazine – The Wheel – including agreeing content, soliciting articles, writing, editing etc.
- Managing the digital engagement programme.
- Coordinating ADO communications with the College Communications Manager, to maximise opportunities and exposure of our work and that of alumni.
- Managing the production of creative content such as graphics and films to support ADO activities.
- Sitting on the St Catharine's Magazine Editorial Board as Production Editor with particular responsibility for tendering and commercial aspects of the Magazine's production as well as liaising with the external design agency and managing the distribution, including preparing a timetable and supporting colleagues to ensure timely delivery of content.



- Producing branding/style guidelines and mailing templates for the ADO in line with College guidelines, liaising with the College's Communications Manager and the Development Director.
- Oversight of the ADO pages on the College website with particular responsibility for the general (non-fundraising pages) and supporting the Fundraising Manager on maintaining the fundraising-related pages.
- Providing advice and support on communications activity to the ADO team where required/requested.

THE ROLE

Fundraising-specific activities

- Working with the fundraising team on legacy marketing materials and mass market solicitation plans for potential legators.
- Working with the fundraising team, and particularly the Fundraising Manager, on stewardship communications including donor reports.

Other

- Acting as the key contact point for members of the St Catharine's Alumni Society Committee and Branch Chairs, liaising regarding event communications and providing advice and support to enable them to reach the widest group of alumni and associate members. Preparing and distributing email messages on their behalf.
- Acting as key contact point for other alumni volunteers.
- Acting as key contact point with Cambridge in America and CUDAR for alumni relations activity, including ensuring that details relating to St Catharine's alumni groups are managed appropriately.
- Taking responsibility for ensuring that new alumni are welcomed to the community, including managing the ADO presence at events held in conjunction with Degree Congregations.
- Managing the careers and networking engagement between students and alumni, including liaison with the University Careers Service.

Line Management

Directly managing the Alumni Relations and Events Officer including conducting annual appraisals.

The above is not an exhaustive list of duties. This job description may be subject to change, following consultation between the Development Director and the post holder. The postholder may be asked to take on different tasks as required and all employees are expected to work collaboratively to support the overall work of the College.



BENEFITS AND WORKING ARRANGEMENTS

- Responsible to: Development Director
- The role is a permanent, full-time post with hours of work as 37.5 per week.
- Salary in the region of £37,000 - £40,000 FTE, depending on skills and experience.
- The successful applicant will be subject to a six-month probation period.

Please visit the [Join our Team](#) page for details of our staff benefits.



APPLICATION PROCESS

To apply, please submit a completed [application form](#) and send it along with a copy of your CV and a covering letter, outlining how your skills and attributes match the criteria for this position.

Please also complete and submit an [Equality and Diversity monitoring form](#)

All documents should be emailed to: recruitment@caths.cam.ac.uk

The closing date for completed applications is 12 noon on Monday 28 October 2024.



Photo credit Keefe Jerome



Founded in 1473,
St Catharine's College is
a welcoming community
of students, staff and
Fellows in the heart of
Cambridge.



ST CATHARINE'S COLLEGE, CAMBRIDGE CB2 1RL, UK