



MAGDALEN  
COLLEGE

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## ALUMNI STRATEGY AND ENGAGEMENT MANAGER

# About Magdalen

Magdalen College, founded in 1458, is one of the largest and most beautiful of the colleges of the University of Oxford, set in 100 acres of grounds which include the Deer Park and Addison's riverside walk.

Our community includes more than 400 undergraduates, over 230 graduate students, 75 Governing Body Fellows, and some 140 non-academic staff, as well as over 7,800 alumni from all over the world. For more than 500 years it has been the home of politicians, poets, scientists, adventurers, entrepreneurs, and 10 Nobel laureates, as well as being a choral foundation with an internationally-renowned choir.

The College, in conjunction with the University, provides a world-class education through small-group tutorials and academic supervision, and facilitates research of the highest international quality. Magdalen provides an outstanding collegial experience for all members of its community, with first-rate facilities and a rich tradition of cultural and sporting activities. Equality of opportunity is paramount: students are admitted based on their academic potential, while students with limited financial means are supported by the Oxford Bursaries scheme and the College's generous Student Support Fund.

As a registered charity, the College's funds and endowment are managed to realise its charitable aims and deliver its academic and heritage missions. The College's largest single asset is the Oxford Science Park, which provides an ongoing source of income.

Over the next decade, Magdalen's strategic goals will be:

1. the pursuit of academic excellence, broadly defined
2. fostering a welcoming, inclusive, and cohesive community
3. making a substantial contribution to the public good.

We shall continue to treasure the unique beauty and traditions of Magdalen, whilst ensuring that the College provides a sustainable and forward-looking environment, supports individual needs, and enables all those who live, work and study at Magdalen to thrive.

Our specific objectives include a substantial increase in the number of graduate students, with funding for those who need it; growing our flagship Access & Outreach programme; and some transformational building projects including the provision of upgraded accommodation for undergraduates, and a new café in the heart of the College.

This appointment comes at one of the most exciting times in the College's long and distinguished history as we enter the early stages of Magdalen's biggest fundraising campaign to date, for which this role is critical in engaging the alumni community.







# The Team

The College has a long-established Development Office with a team of seven (not including the Communications Team), making it one of the larger Development Offices in Oxford.

The successful candidate will work alongside the Director of Development, the Deputy Director of Development & Head of Alumni Engagement, the Development Manager, the Data & Analytics Manager, the Development Coordinator, the Development Administrator, and the Development Trainee. While each member has specific responsibilities, it is a friendly “all hands on” office where considerable teamwork is encouraged and expected.

Magdalen has a highly engaged pool of over 7,800 alumni spread across the world, and concentrated in the UK and North America. Development and alumni relations at Magdalen has the full support and engagement of the President and wider Fellowship of the College.

Magdalen's Development Office is responsible for engaging alumni through a variety of events, communications, philanthropic participation and volunteering opportunities. Around 1,500 of the College's alumni make donations to the College each year, while 1,774 alumni attended at least one event last year.

Magdalen's social media enjoys one of the highest levels of alumni engagement across the collegiate University and increases the College's global reach.

The College's approach to fundraising is founded on high levels of positive alumni engagement in order to attract, steward and maintain support from donors and prospective donors.



# The Post

Magdalen is looking for an experienced and proactive Alumni Strategy and Engagement Manager with outstanding organisational and interpersonal skills and a high level of motivation to be responsible for the planning and delivery of the alumni engagement programme.

The post holder will play a vital part in building and developing relationships with alumni. This is a great opportunity to have a senior role in one of the world's most prestigious educational institutions, working in unique and iconic surroundings, as part of a friendly and cooperative team.

The Alumni Strategy and Engagement Manager will line manage the Development Coordinator whose role supports the events programme among other responsibilities.

You will need to demonstrate a proven ability to plan, deliver and measure the success of engagement programmes, manage multiple projects to tight deadlines, and demonstrate a high level of attention to detail.

The post holder will be required to attend events outside normal working hours, for which time off in lieu will be given. International travel (primarily to the USA) is required around twice a year.



## Reporting

The Alumni Strategy and Engagement Manager will report to the Deputy Director of Development & Head of Alumni Engagement. They will work closely with other members of the Development team, in particular the Development Coordinator, who they will line manage, as well as other key members of the College's staff, Fellowship, and students.

## Responsibilities

### Alumni engagement strategy

- Devise an alumni engagement strategy and plan a targeted annual events programme that supports the goals and priorities of the Development Office and ensures that as many constituencies are engaged as possible with a wide variety of events, including fundraising and stewardship events. These will include events in College, such as Gaudies and stewardship dinners and lunches; talks and receptions in London; Garden Parties and family-friendly events; events in the USA; and online events.
- Identify gaps and less-engaged demographics via data analysis, surveys, interviews etc. and devise strategies and creative ideas to engage these cohorts appropriately.
- Identify opportunities to optimise prospect engagement and progress colleagues' fundraising interactions with prospects through the events and mentorship programmes.



### Alumni events

- Lead on all aspects of the event planning process, including choosing and booking suitable dates, speakers and venues; setting up and managing the event on DARS (the alumni database) and BBIS (the online booking system); risk assessments; arranging photography; attending and overseeing events as the primary event manager; being the main point of contact for the event.
- Drafting, designing and sending event invitations and reminders through DARS (the alumni database) and by post as required.
- Oversee the processing of event bookings and event administration, e.g. producing seating plans, guest lists, name badges, place cards and menu cards for events, supported by the Development Coordinator and Development Trainee.
- Plan, track and manage the alumni events budget.
- Measure the effectiveness of the alumni engagement programme on both data-led and qualitative metrics, including feedback, numbers, and demographics attending events, and aim to improve on these year on year.
- Debrief with internal constituents after each event in view of continuous improvement.
- Work with the Comms team to promote, record and report on events

### Stewardship

- Alongside the Deputy Development Director & Head of Alumni Engagement and the Development Manager, manage donor stewardship initiatives including Giving Societies, and devise a stewardship strategy to ensure donors are appropriately thanked and shown the impact of their donation with a view to cultivating future giving.



### Mentorship

- Overseeing the mini-mentorship programme in which alumni volunteers are paired with current students for careers advice, with the support of the Development Trainee.
- Explore, design and deliver a proposed leadership programme in which students are paired with alumni mentors.

### Visits and enquiries

- Facilitate alumni visits to College, and act as a host for alumni at events and individual visits for College tours etc. as required.
- Deal with any alumni queries referred by the Development Coordinator (who manages the alumni email inbox).

- Representing the College and Development Office professionally at a senior level to alumni, colleagues, and externally.

### Reporting

- Preparing written reports and presenting updates on engagement strategy and activity at College committee meetings where required.

### Line Management

- Line management of Development Coordinator.

*The list of duties and responsibilities is not exhaustive and you may be required to carry out alternative tasks as instructed by your line manager to ensure the Development Office can operate an efficient service at all times.*



# Person Specification

## **Essential:**

- Experience in creating and delivering complex or high-profile events, including hybrid and online events
- Experience of strategic analysis and planning based on quantitative and qualitative data
- Ability to think strategically and creatively and translate ideas into action
- Able to generate new ideas, solve problems, and identify opportunities
- Experience of at least one of: alumni or member relations, fundraising, or strategic communications
- Highly organised, able to plan, prioritise and delegate effectively
- Diplomatic and emotionally intelligent; able to build and leverage internal and external networks to meet team/College goals
- Ability to thrive and work calmly under pressure
- Meticulous attention to detail
- Excellent written and verbal communication skills
- Proven leadership, ability to be a mentor and role model for others in the team
- Self-confident; independent, able to work on one's own initiative with minimum direction, highly motivated
- High level of computer literacy
- Ability to work well within a team
- Willing to travel and work outside normal office hours
- Well-presented and demonstrating a professional approach to work at all times
- Results-driven, proactive and with a can-do attitude

## **Desirable:**

- Understanding of and familiarity with Oxford University and the collegiate system
- Experience with CRM databases such as DARS
- Technical proficiency in delivering hybrid and online events
- Budget management experience
- Line management experience
- Understanding and experience of the HE fundraising sector and alumni relations



## **Salary and benefits**

The salary is at Grade 7 (currently £36,024 to £44,263 per annum with discretionary range to £48,350) depending on experience.

### **Benefits include:**

- Membership of contributory pension scheme
- Free lunches in College
- Car parking may be available
- Use of sports facilities
- Optional contributory Healthcare Scheme
- Bus pass purchase scheme
- Holiday entitlement is 30 days per annum plus bank holidays. Some restrictions may apply when holiday cannot be taken to ensure the smooth running of the Development Office. Some set days holiday must be taken when the College is closed over Christmas.

## **Hours of Work**

37.5 hours per week, Monday to Friday.

Hybrid working available.

There will be a need to work occasional evenings or weekends at events, for which time will be given in lieu.

International travel (primarily to the USA) required 2-3 times a year.

## **Applications**

Interested applicants should submit the following:

- Covering letter that summarises your interest in the post and provides evidence of your ability to match the criteria in the person specification
- College application form
- Recruitment Monitoring Form

Applications should be sent to the Human Resources Officer, Magdalen College, Oxford, OX1 4AU or [human.resources@magd.ox.ac.uk](mailto:human.resources@magd.ox.ac.uk). If you do not wish the College to contact your referees at this stage please make this clear in your application. The closing date for receipt of applications is 12 Noon on Monday 15th April 2024. Late or incomplete applications will not be accepted.



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