

## **Alumni Relations Officer**

Salary: £27,331 - £30,249 pa

Founded in 1882 the Royal College of Music has trained some of the most important figures in British and international music life, including composers such as Holst, Vaughan Williams and Britten; conductors such as Leopold Stokowski, Sir Colin Davis and Sir Roger Norrington; singers such as Dame Joan Sutherland, Sir Thomas Allen and Alfie Boe; instrumentalists such as James Galway, John Lill and Natalie Clein.

On 15 April 2015, the Royal College of Music (RCM), announced plans to transform its building in the heart of London's South Kensington. This is a key priority of an ambitious campaign, "More Music: Reimagining the RCM" which will seek support for its estates plans, scholarships and its community outreach.

We are currently seeking to appoint an Alumni Relations Officer who will be responsible for organising and delivering activities and publications aimed at building excellent relations with our Alumni, constantly exceeding their expectations and encouraging their engagement in a way that complements the RCM's long-term fundraising strategy.

Applicants should have excellent communication and interpersonal skills including being skilled in the use of social media to engage students and Alumni. Demonstrable experience of event management is essential and previous experience gained in an alumni relations role would be advantageous. Good working knowledge of the Raiser's Edge or similar Development CRM Databases would be desirable.

This is an exciting time to be joining the Development and Alumni team at the College as they embark on this ground breaking campaign.

Applications should be in the form of a CV and cover letter or supporting statement addressing the requirements of the job description and person specification. CVs submitted without a cover letter will not be considered. For further details of how to apply see the RCM website at [www.rcm.ac.uk](http://www.rcm.ac.uk)

Closing date for receipt of applications is **9am on Thursday 10 December 2015.**

Interviews will be held between **14 – 16 December 2015.**

The Royal College of Music is an equal opportunities employer.

**Royal College of Music**

**DEVELOPMENT & ALUMNI ENGAGEMENT**

**ALUMNI RELATIONS OFFICER**

**JOB DESCRIPTION**

<b>Post Title</b>	Alumni Relations Officer
<b>Grade</b>	6
<b>Responsible to</b>	Head of Alumni and Donor Engagement
<b>Responsible for</b>	n/a
<b>Liases with</b>	<p><b>Internal:</b> Head of Donor and Alumni Engagement, Director of Development and Alumni Engagement, Development Managers, Major Gifts, Alumni and Donor Engagement, Development and Alumni Engagement team, Faculty, IT, Marketing and Communications, RCM Box Office,</p> <p><b>External:</b> Alumni, Caterers/Imperial College and others, Suppliers, CASE, Other similar Higher Education Institutions</p>

**OVERALL PURPOSE OF JOB**

To organise and deliver activities and publications directed towards the RCM's alumni community. The aim of the role is to build excellent relations with alumni, constantly exceed their expectations, and encourage their engagement in a way that complements the College's Campaign and long-term fundraising strategy. In the past two years, the Development Office has implemented a new alumni relations programme which the Alumni Relations Officer will be responsible for developing and expanding.

**MAIN DUTIES AND RESPONSIBILITIES**

**Event Planning and Management:**

- Working with the Head of Alumni and Donor Engagement and the Development Manager, Corporates and Events to design, plan, publicise and execute an annual programme of alumni events which maximises attendance towards college events
- Produce invitations and organise catering, transportation and all other elements necessary for the successful running of alumni events
- Seek regular feedback from alumni and recording lessons learned to constantly improve the College's alumni events
- To set ambitious, specific and measurable KPI's in liaison with the Head of Alumni and Donor Engagement for alumni events and engagement i.e. participation rates, satisfaction rates, acquisition rates etc.

**Communications:**

- Liaising with Marketing and Communications - writing and compiling copy Upbeat magazine and developing ideas to maximise readership across all alumni demographics
- Develop and maintaining the school's online alumni social networks and driving up participation across all platforms
- Maintaining and keeping up-to-date the school's alumni website
- Writing press releases relating to the school's alumni activities for use across different media
- Corresponding with and managing requests and queries from alumni
- Organising mailings and running mail merges with the support of the Development Services Administrator to communicate with alumni

**Data Management:**

- Designing and implementing a strategy to re-establish contact with a significant proportion of the school's 20,000 missing alumni and record their data
- Producing an annual alumni survey to keep alumni data and records up-to-date
- Maintain, amend, and ensure the integrity of the school's alumni records database (Raiser's Edge)

**New Alumni:**

- Inform each year's College graduates about the alumni relations programme of events, publications, online media and services, and ensuring their contact details are collected for future engagement

**Fundraising:**

- Assist the Head of Alumni and Donor Relations and the Director of Development and Alumni Engagement and other Development Office staff with activities relating to fundraising from alumni

**Best Practice Review:**

- Periodically reviewing alumni relations programmes at other successful institutions and recommending to the HOD ideas to improve alumni relations at RCM

**Other:**

- To set ambitious, specific and measureable KPI's and achieve annual targets as agreed with Head of Donor and Alumni Engagement
- To represent RCM at external events, including relevant networking groups

**SPECIAL FACTORS**

The nature of this role may necessitate some evening and weekend work

## PERSON SPECIFICATION

<b>Criteria</b>	<b>Description</b>	<b>Essential/Desirable</b>	<b>How it is to be tested</b>
<b>Qualifications</b>	Educated to degree level or equivalent experience in an Arts or Customer Service or Higher Education organisation	E	A
<b>Experience</b>	Experience of event management	E	A/INT
	Experience of running an alumni relations or events	D	A/INT
	Good working knowledge of the Raiser's Edge or similar Development CRM Database	D	A/INT
<b>Knowledge/Skills</b>	Highly developed and demonstrable organisational skills; methodical; excellent attention to detail; able to prioritise and manage time well, and the ability to plan tasks and achieve deadlines	E	A/INT
	Highly developed and confident communication and interpersonal skills; the ability to communicate at all levels with tact and diplomacy	E	A/INT
	High standard of IT skills including Microsoft Word and Excel (and Raiser's Edge)	E	A/INT
	Good written, verbal and numerical skills	E	A/INT
	Excellent teamwork	E	A/INT
	An understanding of the principles of Educational Alumni Relations and Fundraising	D	A/INT
<b>Personal</b>	Welcoming, helpful, friendly and professional manner	E	A/INT

<b>Attributes</b>	Commitment to high professional standards and a high level of alumni donor care	E	A/INT
	Ability to maintain confidentiality where required	E	A/INT
	An appreciation of the arts and music, with a desire to immerse yourself in the work and culture of the Royal College of Music	E	A/INT
	Willingness and ability to travel and work outside normal office hours, including weekend and evening work	E	A/INT
	Committed to Continuing Professional Development (CPD)	E	A/INT

**Key:**

A=Application, INT=Interview

*The duties and responsibilities assigned to the post may be amended by the Director of Development and Alumni Engagement or the Head of Donor and Alumni Engagement within the scope and level of the post.*

*The College is an Equal Opportunities employer. The College is a non-smoking environment.*

**Lily Harriss**  
**Director of Development & Alumni Engagement**  
**November 2015**

## **Royal College of Music Alumni Relations Officer**

### **Further particulars of the post**

#### **The College**

The Royal College of Music provides specialised musical education and professional training at the highest international level for about 800 full-time students (undergraduate and postgraduate). Because of its worldwide reputation for excellence the College is an international community. Former students of the College hold key roles in music and the arts in all parts of the world - as performers, teachers, composers, conductors and animateurs.

#### **Development & Alumni Engagement**

On 15 April 2015, the Royal College of Music (RCM), announced plans to transform its building in the heart of London's South Kensington. This is a key priority of an ambitious campaign, More Music: Reimagining the RCM which will seek support for its estates plans, scholarships and its community outreach.

To achieve the ambitious levels of funding required to turn this vision into a reality, the recently appointed Director of Development and Alumni Engagement has put in place a new team structure and robust development strategy. The aim is to bring Development & Alumni Engagement, at the RCM, to the same world class standard as its teaching. This will be achieved by forming a talented, skilled, motivated and committed fundraising team.

#### **Staff**

The College has over two hundred members of professorial (teaching) staff, the majority of whom are busy professionals, who include teaching among the various musical activities that they regularly undertake. Their work, and the work of the College as a whole, is supported by a team of over one hundred administrative staff.

#### **Location**

The College benefits from its particular location in South Kensington - one of the most attractive and interesting parts of Central London. The area is well-served by public transport; South Kensington tube station is within ten minutes' walk; several bus routes pass the Royal Albert Hall. Kensington Gardens and the main museums are only a short walk away; Imperial College of Science, Technology & Medicine is next door; the Royal College of Art and the Royal Albert Hall are just across the road. The area, known originally as Albertopolis, emerged as a location for national institutions in the arts and sciences after the Great Exhibition of 1851 largely because of the enthusiasm of Prince Albert. Relationships with neighbouring institutions are friendly and supportive.

#### **The Post**

The overall purpose of the Alumni Relations Officer post is to organise and deliver activities and publications directed towards the RCM's alumni community. The aim of the role is to build excellent relations with alumni, constantly exceed their expectations, and encourage their engagement in a way that complements the College's Campaign and long-term

fundraising strategy. In the past two years, the Development Office has implemented a new alumni relations programme which the Alumni Relations Officer will be responsible for developing and expanding.

### **Availability**

The post is available from early 2016.

### **Remuneration**

Grade 6 (£27,331 - £30,249 per annum)

All appointments will normally be made at the bottom of the salary range.

### **Pension**

The Universities Superannuation Scheme (USS) is available for all administrative staff. Full details of the scheme can be found on the USS website: [www.uss.co.uk](http://www.uss.co.uk) A contracting-out certificate is in force in respect of the scheme and arrangements exist for members to make additional voluntary contributions (AVCs).

### **Hours of work**

Normal office hours at the College are from 9.30am to 5.30pm Monday to Friday. Variations in times and days are implicit in the nature of your appointment, over the course of a 35 hour official working week, and will include an element of evening and weekend work. You are officially entitled to a daily lunch break of one hour.

### **Paid leave entitlement**

Six weeks holiday per annum, plus public holidays.

### **Season tickets**

Interest free season ticket loans are available to cover the cost of a 12 month season ticket between a member of staff's residence and the College. The loan will be repayable by deduction from salary over the period of the duration of the season ticket or on leaving the employment of the College, if earlier.

### **Smoking policy**

The College has a no smoking policy in its offices.

**Lily Harriss**  
**Director of Development & Alumni Engagement**  
**November 2015**