

LIBF

JOB DESCRIPTION

SECTION 1

BASIC DATA

Job Holder's Name:		Job Title:	Alumni and Employer Engagement Manager
Reports to:	Head of Careers and Employability	Location:	London
Department:	Higher Education	Job Family:	Team Leader and Specialist

SECTION 2

DEPARTMENT STRUCTURE

Please see Appendix A attached.

SECTION 3

OVERALL JOB PURPOSE

The Alumni and Employer Engagement Manager will be responsible for creating and implementing strategies to enhance engagement with our alumni community, as well as establishing partnerships with employers to create our students' opportunities to secure work experience, and graduate employment.

SIZE/DIMENSIONS

Responsible for developing and maintaining relationships with our alumni and employer partners.

SECTION 4

PRINCIPAL ACTIVITIES/OUTPUT OF JOB

Alumni Community Management

- Develop and implement a range of services and events for our alumni community to promote engagement and increase alumni participation in the LIBF's activities.
- Event Management – Host events to facilitate networking within the alumni community and to inspire new members to join the network and LIBF.
- Alumni Discount / Benefit Management - Implement and manage discounts and benefits for the alumni network (i.e. discounts on further studies, partner discounts) to enrich the offering of the alumni network.
- Alumni referral program - create incentives or introduce and manage a referral program to motivate students to recommend LIBF to family and friends.
- IU Connect – implement and manage the platform. Ensure students and alumni register on this and remain engaged.
- Mentoring - implement and manage mentoring opportunities at LIBF for students and alumni.

LIBF

- Work closely with the marketing team to develop targeted alumni communications and marketing campaigns. This could include newsletters, social media content, and email marketing.
- Work closely with our professional education teams in aligning our Alumni services with our overall membership proposition.
- Collaborate with the Head of Careers to ensure a high response rate on the Graduate Outcomes survey and other key surveys.
- Seek and implement best practice from relevant networks e.g. Association of Graduate Careers Advisory Services, Institute of Student Employers, building external networks

Employer Relations Management

- Develop, strengthen and pro-actively account manage new employer relationships to increase our students' opportunities to secure work experience, and graduate employment.
- Recruiting and foster meaningful leading employers as partners for LIBF.
- Engage employers and alumni in successful partnerships to create an innovative programme of activities and events in conjunction with the Careers Advisers.
- Generate work related learning opportunities for students and recent graduates.
- Manage employer partners on the Client Relationships Management System.
- Collaborate with academic and administrative staff to create programmes that align with employers. This could include curriculum development and employer-led projects.

CONTACTS AND INFLUENCE EXERCISED

- Contacts at all levels within the organisation.
- Contacts at all levels of membership
- Liaison with key internal and external stakeholders

DECISIONS

Indicate the level which best describes the job holder's involvement in the decision making process:

Follows written and verbal instructions and established guidelines	X
Interprets policies & procedures	X
Participates in the establishment of guidelines & procedures	
Acts as final authority to implement policy, guidelines and procedures that affect strategic goals	

Indicate the statement which best describes the impact of the job holder's decisions:

Restricted to employee's own work	X
Has impact on department/directorate* objectives	
Has impact on The London Institute of Banking & Finance objectives	

PERSON SPECIFICATION

Job Title: Alumni and Employer Engagement Manager

Reports to: Head of Careers and Employability

Department: Higher Education

Qualifications, knowledge and professional memberships	Essential /desirable?	
Educated to degree level or equivalent experience	E	
Experience in a higher education environment	D	
Knowledge of the graduate and postgraduate labour market	E	
Ability to understand and convey complex information in a clear and accurate manner.	D	
Technical Skills and Experience		
Excellent interpersonal and communication skills, including the ability to build and maintain relationships with diverse groups of stakeholders.	E	
Strong project management skills, with the ability to manage multiple priorities and deliver projects on time and within budget.	E	
Proven ability to develop and implement successful engagement and recruitment strategies.	E	
Ability to manage effective administrative systems and processes, and to proactively review, assess and improve those systems and processes	E	
Strong analytical skills with the ability to measure and evaluate the effectiveness of engagement and recruitment initiatives.	E	
Demonstrated ability to work collaboratively with academic and administrative staff.	E	
Core Competencies (this section should contain the level of competency required to carry out this role. Please refer to the competency framework for clarification where needed. Placing a N/A where the competency is not required as part of the job)	Essential / desirable?	Core for all employees
Values		
Collaboration	E	C
Adaptability	E	C
Innovation	E	C
Integrity	E	C
Support	E	C
Skills and Experience	Essential / desirable?	Core or Enhanced
Communicating effectively	E	En
Business thinking	E	En
Developing Yourself	E	C
Getting things done to achieve results	E	En
Digital Capability	E	C
The Customer Experience	E	En
Managing quality and standards	E	En
Applying judgement and taking decisions	E	En

Signed
JOB HOLDER

Date

Signed
LINE MANAGE

Date