



# Robinson College

## Communications and Alumni Relations Manager

CANDIDATE INFORMATION PACK

CLOSING DATE: MONDAY 11  
NOVEMBER AT 9AM





# About Robinson College

The College is a centre of academic excellence with about 400 undergraduates and about 300 postgraduates. Sir Richard Heaton is Warden of the College and there are approximately 90 Fellows and 125 non-academic staff.

Robinson College is the most recent addition to the 31 colleges which make up the University of Cambridge. It owes its foundation to the generosity of Sir David Robinson whose endowment is the largest single gift ever accepted by the University. Planning for the College began in 1973 when trustees were appointed; building started in 1977 and the College moved into its new accommodation in October 1980. Her Majesty The Queen officially opened the College on 29 May 1981.



## Reports to: Deputy Director of Development



## SALARY AND CONDITIONS

- Full Time, 37 hours per week
- £38,000-£40,000 per annum, depending on experience
- Some evening and weekend work

## COLLEGE BENEFITS

- 25 days annual leave, plus bank holidays (pro rata for part time appointments), increasing with length of service up to an additional 5 days
- Contributory auto-enrolment pension scheme
- Death in service benefit
- Free lunch in College
- Enhanced sick pay after qualifying period
- Enhanced family friendly pay after qualifying period
- Access to a benefits website which provides savings and discounts on a wide variety of purchases, as well as days out, gift cards and other offers
- Generous Salary Extras discounts – incl. Cycle to Work scheme
- Training and development opportunities
- Free parking may be available subject to capacity
- Access to University Card with subsidised travel on U bus between Madingley Road Park and Ride or Cambridge Train Station and the College
- Exercise space for a small termly charge
- Staff social club events throughout the year
- Annual flu jab subject to criteria





The Communications and Alumni Relations Manager is an essential member of the Development Office team. The Office is responsible for a wide range of events and other alumni relations activity, as well as for fundraising to support the aims of the College. The College will be launching a major fundraising campaign and celebration for the College's 50th Anniversary.

The aim of the College's communications and alumni activity is to develop a strong and supportive community of alumni, friends and current members, who will support and advance the College's objectives through donations, goodwill, influence, contacts and advice. Events, publications and communications form a key part of the contact with alumni and other stakeholders. The integration of the alumni relations and fundraising activities of the office is very important to its continued success.

The Communications and Alumni Relations Manager will be expected to build an excellent working relationship with staff in other College departments, the Warden, Fellows and students within the College, alumni around the world, Cambridge in America, and the University's Development and Alumni Relations Office. They will be required to work independently, but within a collaborative team-oriented framework.

The post holder will also be responsible for contributing to the strategic development and implementation of the College's donor stewardship programme, ensuring that donors feel valued and continue to support the College. As a key part of this role, the post holder will oversee the Development Office's alumni and supporter communications programme in all formats.





## KEY AREAS AND STANDARDS OF PERFORMANCE:

### 1. COMMUNICATIONS

- Manage the delivery of the alumni and donor communications programme to ensure that alumni and other stakeholders are kept fully informed of Robinson's impact on the world and how they can participate in and support the College's strategic priorities. These activities include:
  - Editing and managing the production of the alumni magazine, Bin Brook.
  - Writing a monthly alumni newsletter email.
- Work closely with the College's Communications Manager to manage the Development Office's social media platforms, including LinkedIn, Facebook, Twitter and Instagram. This includes writing content and generating ideas and an alumni social strategy alongside the Communications Manager.
- Develop material and branding to celebrate the College's 50th anniversary and the public launch of its fundraising campaign, working in collaboration with the College's Communications Manager.
- Collaborate with other members of the team to manage the Development Office's pages on the College website, including writing content where appropriate.
- Actively seek and implement new ways to communicate with our alumni and supporters in innovative and informative ways.
- Work with Cambridge University's Development and Relations on combined communications to raise the profile of Robinson's alumni.

### 2. DONOR STEWARDSHIP

- Implement and manage the donor stewardship and recognition programme, working with other colleagues as appropriate, to ensure that all donors, including legators, receive timely, accurate and, if relevant, customised stewardship for their gift.
- Work with colleagues to produce tailored stewardship plans for all major donors, encompassing acknowledgement, recognition, ongoing contact, impact reporting, events, communications, etc., and ensure these are delivered.
- Be responsible, with support from colleagues, for the production of plaques, donor lists and other forms of recognition for major donors.
- Deliver high-quality impact reports for donors in line with agreements and plans, liaising with relevant colleagues as necessary.
- Produce regular and ad hoc progress reports for the Development Director in relation to stewardship, to assist in prioritising activities and raising the value of current relationships.



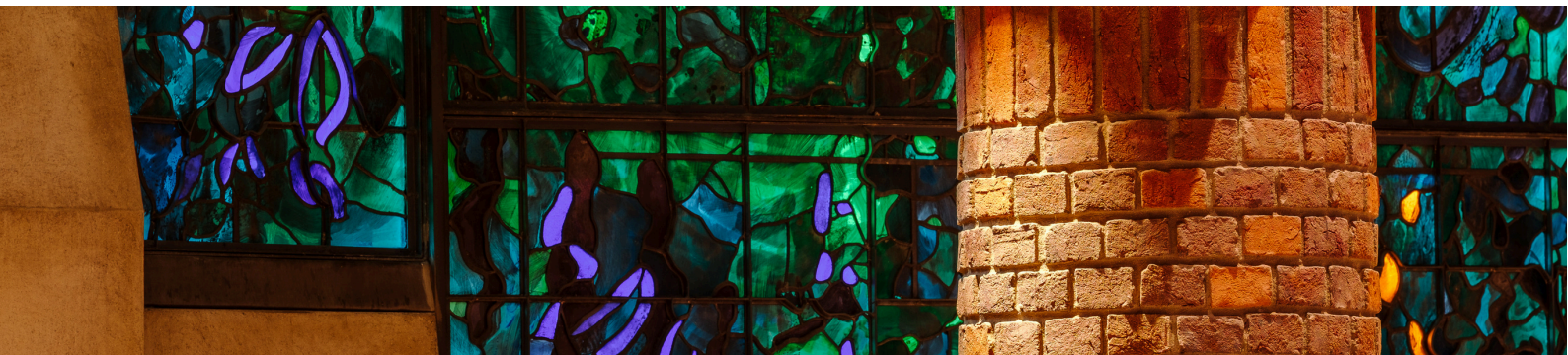


## 3. EVENTS

- Plan and manage a full calendar of activities and events throughout the year to engage with alumni in line with the College's strategic agenda.
- Deliver a varied programme of stewardship and cultivation events for donors and prospects.
- Work with the student societies, such as Law and Finance and Investment, to organise events to involve alumni and current members of College.
- Assist the Development Director in planning itineraries for foreign trips, including alumni receptions and individual meetings.
- Deliver tailored engagement strategies for different sections of our alumni community, such as young alumni, Friends of the College, alumni with young families, entrepreneurs and alumni working in the City of London.
- Produce regular and ad hoc reports for the Development Director, including analyses of event participation and attendee feedback.
- Ensure that activities are well planned and delivered to a high standard, attending some as required. Liaise with the alumni office of CUDAR to develop collaborations and best practice.

## 4. MANAGEMENT

- Line management of the Events & Communications Administrator, providing clear direction, including regular individual meetings and objective setting, development opportunities and coaching.
- Operate a staff appraisal/review system for line reports that is designed to improve performance and develop staff within the objectives of the College. This will include the review of the Events & Communications Administrator's job description and an assessment of training needs.
- Working with the Development Director, manage the budget for alumni and donor engagement.
- Develop a strong knowledge of sector best practice and innovation through networking, benchmarking against comparable institutions, identifying and undertaking training and development opportunities, and implement these best practices at Robinson as required.
- Record essential information accurately on the Raiser's Edge database.
- Manage own workload, undertaking planning, agreeing priorities and timescales to meet schedules and deadlines in an effective and efficient manner.
- Ensure that all activities comply with the relevant privacy and any other legislation.
- Carry out any other duties as are within the scope, spirit and purpose of the job, as requested by the Development Director.





# PERSON SPECIFICATION



CRITERIA	ESSENTIAL	DESIRABLE
<b>EDUCATION AND TRAINING</b>	Candidates should be qualified to degree level or equivalent.	Specific training in stewardship, alumni relations, writing and editing.
<b>EXPERIENCE</b>	<p>Relevant experience of working in a Communications, events or fundraising environment</p> <p>Experience of writing engagingly and accurately for a variety of audiences</p> <p>Experience of working as part of a team and of co-operating with individual colleagues</p> <p>Experience of developing plans with clear goals, objectives and financial parameters</p> <p>Experience of planning and prioritising a number of projects simultaneously</p> <p>Experience of successfully developing and leading new initiatives in a complex environment</p> <p>Experience of delivering a programme of events</p> <p>Experience of managing social media and utilising innovative multimedia content</p> <p>Line management experience</p>	<p>Experience of working in a philanthropic (ideally Higher Education) fundraising environment</p> <p>Experience of alumni engagement, stewardship and communications within the higher education sector</p> <p>Knowledge of charitable giving in the UK and overseas</p>
<b>SKILLS/ KNOWLEDGE/ COMPETENCIES</b>	<p>Excellent interpersonal skills with an articulate manner, demonstrating sensitivity and diplomacy when required</p> <p>Strong writing skills and the ability to communicate effectively, persuasively and imaginatively</p> <p>Excellent time management skills with the ability to prioritise a complex workload and to work independently with minimum supervision to meet deadlines</p> <p>Excellent IT skills with good working knowledge of MS Office products and CRM databases</p>	<p>Knowledge of the Raiser's Edge database</p> <p>A good understanding of alumni and donor engagement strategies</p>



# PERSON SPECIFICATION (CONT)



CRITERIA	ESSENTIAL	DESIRABLE
<b>SKILLS/ KNOWLEDGE/ COMPETENCIES (CONT)</b>	<p>Ability to develop new, creative and exciting communications and events that appeal to supporters across age, interest and gift levels</p> <p>Good numerical skills, including the ability to interpret and present data to a varied audience and in a variety of formats</p> <p>An awareness of privacy legislation and equal opportunities issues in the workplace</p>	
<b>PERSONAL ATTRIBUTES</b>	<p>Able to adopt a strategic approach with excellent attention to detail</p> <p>Able to respond quickly and perform well under pressure.</p> <p>Demonstrable initiative, creativity and personal responsibility, as well as consistency and meticulous attention to detail</p> <p>Excellent organisational skills and the proven ability to coordinate a number of projects and tasks with competing deadlines</p> <p>Ability to work collaboratively within a team and across an organisation</p> <p>Ability to work occasional evenings and weekends</p>	<p>Passionate about teaching and research in a higher education setting</p>



# HOW TO APPLY



To apply please send your CV and a covering letter, along with a completed short application form to [careers@robinson.cam.ac.uk](mailto:careers@robinson.cam.ac.uk)

For an informal discussion please contact Katharine Cantell, Director of Development, [knc23@robinson.cam.ac.uk](mailto:knc23@robinson.cam.ac.uk)

**Closing date for applications:** **Monday 11 November 2024 at 9am**

**Interview date:** **Week commencing 18 November 2024**







Robinson College  
Grange Road  
Cambridge  
CB3 9AN

[careers@robinson.cam.ac.uk](mailto:careers@robinson.cam.ac.uk)  
[www.robinson.cam.ac.uk](http://www.robinson.cam.ac.uk)