

GENERAL INFORMATION

The London School of Hygiene & Tropical Medicine

The London School of Hygiene & Tropical Medicine is a world-leading centre for research and postgraduate education in public and global health. Our mission is to improve health and health equity in the UK and worldwide; working in partnership to achieve excellence in public and global health research, education and translation of knowledge into policy and practice.

Founded in 1899, the School has expanded in recent years at its two main sites on Keppel Street and Tavistock Place. Our staff, students and alumni work in more than 150 countries in government, academia, international agencies and health services.

Research income has grown to more than £180 million per year from national and international funding sources including UK government and research councils, the European Union, the Wellcome Trust, Gates Foundation and other philanthropic sources.

Our diverse research talents, skills and experience, underpin our position as a leader in public and global health. These range from the molecular to the global, the theoretical to the applied, the analytical to the political. Our staff are conducting research in more than 100 countries.

We have 3,000 staff based all around the world with core hubs in London and at the MRC Units in The Gambia and Uganda, which joined LSHTM in February 2018. Our outstanding, diverse and committed staff make an impact where it is most needed - deploying research in real time in response to crises, developing innovative programmes for major health threats, or training the next generations of public and global health leaders and researchers. Working in partnership is central to achieving our mission. Our strategic collaborations in the UK and across high-, middle- and low-income countries deliver health and socioeconomic benefits across the world, especially in the most disadvantaged communities.

LSHTM is also a member of the M8 Alliance of Academic Health Centers, Universities and National Academies, the Association of Schools of Public Health in the European Region, and the Consortium of Universities for Global Health.

We deliver research-led educational programmes to future health leaders, managers and researchers across the world. We have more than 1,000 face-to-face Master's and Doctoral students, 3,000 studying by distance learning, and 1,000 each year on short courses and continuous professional development. Our free online courses are studied by more than 55,000 participants globally.

LSHTM performs strongly in various global university league tables. In the 2018 Shanghai World Ranking we placed 151-200 overall, and ranked 3rd in public health, 40th in clinical medicine, and 76th in human biology. In the US News Best Global Universities Ranking 2019, we ranked ninth in the UK overall and 13th in the world in the fields of social sciences and public health in the 2019 QS World University Rankings.

In 2017, the inaugural Center for World University Rankings by Subject placed LSHTM first in the world for tropical medicine research, second for parasitology and seventh for infectious diseases, public, environment and occupational health and social sciences and

biomedical. LSHTM ranked first in Europe for research impact in sciences, based on its proportion of publications that belong to the top 1% most frequently cited publications, in the 2018 CWT Leiden Ranking.

LSHTM was named University of the Year 2016 by Times Higher Education and awarded a Queen's Anniversary Prize for Higher and Further Education in 2017 in recognition of our response to the 2014 Ebola epidemic in West Africa. (LSHTM does not appear in the Times Higher Education World University Rankings as universities are excluded if they do not teach undergraduates).

We seek to foster and sustain a creative and supportive working environment based upon an ethos of respect and rigorous scientific enquiry. We embrace and value the diversity of our staff and student population and seek to promote equality as an essential element in contribution to improving health worldwide.

LSHTM is one of around 20 specialist institutions that receive institution specific funding from the Office for Students (OfS). This funding recognises the additional costs that LSHTM incurs because of its unique range of teaching, specialist facilities, and the scale of its contributions to national and international agencies.

Development & Alumni Relations

This role sits within the Alumni Relations and Annual Giving team of the Development and Alumni Relations Office (DARO). The department develops and supports relationships with a growing body of philanthropic supporters and an alumni community of almost 30,000 in over 180 countries around the world.

The Alumni Relations and Annual Giving team builds lifelong relationships with our alumni and friends. Team activities include alumni communications, events and volunteering, (such as supporting the network of international alumni chapters and the alumni-student mentoring scheme), as well as LSHTM's regular giving programme.

DARO works closely with LSHTM's Director, members of Council and Court and other senior leaders to cultivate and solicit major and principal gifts, particularly those from high-net-worth individuals.

DARO currently focuses its fundraising and engagement efforts in the UK, US, Hong Kong, and mainland Europe and has a strong track record of building successful relationships with charitable trusts and corporate partners. LSHTM has a compelling case for support, from ground breaking research, the creation of cutting edge facilities and the transformational effect of scholarships support.

Job Description

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| Title: Alumni Officer | |
| Department /Division/Unit: Development & Alumni Relations Office (DARO) | |
| Faculty/Professional Service: Professional Support | |
| Location: Senate House, London | |
| Reports to: Head of Alumni Relations and Annual Giving | |
| Full time: Permanent | Hours: 35 hours |
| Grade: 4 | |
| <p>Purpose of the role:</p> <p>The Alumni Officer will build and strengthen the LSHTM community, delivering a high level of service to support LSHTM's philanthropic priorities and ambitions, and LSHTM's mission to improve health worldwide. The role holder manages LSHTM's online communications, social media and email newsletters, cultivating lifelong relationships with our alumni. They play a leading role in managing key engagement activities such as the international chapter network, the alumni website, online community, blog and social media, on-campus engagement, and careers network events. As a critical member of DARO, they will inform alumni relations and annual giving strategy, and work closely with colleagues to meet ambitious engagement and fundraising targets. They will support annual giving appeals and LSHTM's crowdfunding initiatives. They will also play a key role in supporting alumni-student mentoring and other volunteering opportunities.</p> | |

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| Principal duties and responsibilities |
| <p>Strategy and planning</p> <ul style="list-style-type: none"> • Manage LSHTM's international alumni chapters, developing and implementing plans to improve engagement and increase activity. • Develop and manage the alumni communications schedule, incorporating LSHTM's key messaging and strategic priorities into alumni communications. • Develop and manage the DARO social media strategy, working closely with LSHTM's Communications team. • Contribute to the creation and execution of LSHTM's overall alumni relations and annual giving strategy and targets. |
| <p>Communications</p> <ul style="list-style-type: none"> • Act as the first point of contact for the Alumni Relations and Annual Giving team, managing the busy alumni mailbox and answer a wide variety of telephone, face to face and email enquiries. • Manage the LSHTM alumni blog and web-pages, writing and editing copy and sourcing stories and features on-campus and from the alumni community. • Manage electronic newsletters, including Alumni e-News and the Opportunities Bulletin, working closing with the Communications and Engagement team to ensure our communications reflect LSHTM's key messaging and engage a wide audience. |

- Build and maintain new communities via social media, tailoring communications to different audiences and platforms.
- Write engaging copy for a variety of publications, particularly the alumni magazine, including interviewing alumni and staff and writing features to showcase LSHTM's academic work and the impact of our alumni community around the world.
- Proof read DARO communications, ensuring our writing materials reflect our academic standards.

Service Delivery

- Manage alumni-student career networking events, working closely with the Careers Office, Events team and Student Representative Committee to develop a programme that supports student career development and appeals to our busy London-based alumni.
- Manage the invitations process for our worldwide alumni events, ensuring responses are accurately recorded and attendee information is available and distributed ahead of each event.
- Support Graduation events, contributing ideas to maximise engagement opportunities and reach via social media.
- Support London-based events with on-day event management, providing a high level of customer service to ensure our events fulfil their engagement and income generation objectives.
- Support senior management by contributing to detailed profiles, briefing notes and other documents, as required in preparation for meetings and events.
- Develop a reunion toolkit and manage requests for reunions, supporting alumni to organise and host their own events around the world.
- Support the Head of Alumni Relations and Annual Giving with LSHTM's alumni mentoring programme, identifying and recruiting volunteers and answering ongoing queries.
- Work closely with the Student Recruitment and Engagement team to improve the reach of LSHTM's marketing activities and recruit high quality students.
- Maintain and regularly update alumni records on Raiser's Edge, ensuring data processing activities related to Alumni Relations and Annual Giving comply with the Data Protection Act and GDPR.

Analysis and decision making

- Analyse web, e-communications and social media statistics, producing regular written reports to monitor progress against team objectives and inform future strategy.
- Work closely with the Database Manager to build tracking reports, flagging inactivity, overdue actions and movement among alumni volunteers.
- Work closely with the Database Manager to ensure uniform use of the alumni relations functionality of Raiser's Edge, through quality reporting and accurate data entry.
- Conduct market research to inform the design and commission of merchandise, negotiating with suppliers to produce desirable promotional items that appeal to our volunteers and key stakeholders.

Resourcing

- Play an active role in regular Alumni Relations and Annual Giving meetings, with particular regard to the communications schedule and international chapter network, troubleshooting and traffic management of priorities.
- Monitor expenditure relating to alumni activities, working with the Head of Alumni Relations and Annual Giving to make recommendations for appropriate external resources.
- With the Head of Alumni Relations and Annual Giving, develop and manage a training programme for volunteers, including chapter leaders, mentors and ambassadors.
- Maintain and enhance professional development through internal training and involvement in relevant professional development bodies.

Generic duties and responsibilities of all LSHTM employees

This job description reflects the present requirements of the post but may be altered at any time in the future, as duties and responsibilities change and/or develop providing there is full consultation with the post-holder.

The post-holder will carry out any other duties, tasks or responsibilities as reasonably requested by the line manager, Dean of Faculty, Head of Department or Director of Professional Service. The post holder will be responsible and accountable for ensuring all LSHTM policies, procedures, regulations and employment legislative requirements are adhered to including equality and diversity and health and safety.

This job description is not a definitive or exhaustive list of responsibilities but identifies the key responsibilities and tasks of the post holder. The specific objectives of the post holder will be subject to review as part of the individual performance review (appraisal) process.

Person specification

Assessed at Application (A), Interview (I), Interview Task (T).

Knowledge and experience

| Essential criteria | |
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| <ul style="list-style-type: none">• A minimum of a second class honours degree. | A |
| <ul style="list-style-type: none">• Demonstrable experience of alumni relations, fundraising or communications within academia or not-for-profit sector. | A, I |
| <ul style="list-style-type: none">• Experience of developing communications and/or marketing strategies. | A |
| <ul style="list-style-type: none">• Experience of events management. | A |
| <ul style="list-style-type: none">• A sound understanding of data protection and GDPR. | I |
| Desirable criteria | |
| <ul style="list-style-type: none">• Experience of working in development in higher education, health, or international development environments. | A |
| <ul style="list-style-type: none">• Relevant qualifications and/or professional training in communications, marketing or fundraising. | A |
| <ul style="list-style-type: none">• Experience of using social media strategically in a professional setting. | I, T |

Skills and abilities

| Essential criteria | |
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| <ul style="list-style-type: none">• Excellent communication skills, written and oral, and experience of communicating to a wide range of stakeholders in a variety of formats. | A |
| <ul style="list-style-type: none">• Excellent copywriting skills, with the ability to write engaging material to diverse audiences. | A, T |
| <ul style="list-style-type: none">• Outstanding attention to detail and accuracy. | T |
| <ul style="list-style-type: none">• Excellent project management skills and the ability to juggle competing priorities and meet deadlines. | A, T |
| <ul style="list-style-type: none">• Experienced user of relational databases such as Raiser's Edge. | A |
| <ul style="list-style-type: none">• Strategic thinker with an ability to identify new opportunities for developing Alumni Relations and Annual Giving strategy. | A, I |
| Desirable criteria | |
| <ul style="list-style-type: none">• Knowledge of content management systems and principles of writing for the web. | I |
| <ul style="list-style-type: none">• Ability to use design packages to produce collateral such as postcards, leaflets, booklets or magazines. | I |
| <ul style="list-style-type: none">• Budget management. | I |

Attributes

| Essential criteria | |
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| <ul style="list-style-type: none">• Ability to work under own initiative and also respond to team requests.• Ability to work accurately under pressure to tight and sometimes conflicting deadlines.• Collaborative, with the ability to encourage, persuade and promote alumni relations at LSHTM.• Keen awareness of confidentiality and sensitivity of information.• Ability to work sensitively within diverse cultural environments. | I A,I, T I I I |
| Desirable criteria | |
| <ul style="list-style-type: none">• Strong analytical and problem solving skills with the ability to work in high pressure and evolving environments.• Versatile and able to jump into other roles as required. | I I |

ASYLUM AND IMMIGRATION STATEMENT

The School will comply with the Immigration, Asylum and Nationality Act 2006, which requires all employees to provide documentary evidence of their legal right to work in this country prior to commencing employment. Candidates will be required to email a copy of their passport (and visa if applicable) to HR prior to their interview and if appointed will be asked to bring the original documents in to be copied and verified before their start date.

This role does not meet the minimum requirements set by UK Visas and Immigration to enable sponsorship of migrant workers. Therefore we cannot progress applications from candidates who require sponsorship to work in the UK.

Further information about Certificate of Sponsorship and eligibility to work in the UK, can be found at: www.ukba.homeoffice.gov.uk/employers/points.