

JOB DESCRIPTION



Job Title: Alumni Engagement Officer
Department: Development & Alumni Relations Office (DARO)
Faculty/Professional Service: Central Services
Location: Tavistock Place, London
Reports to: Head of Alumni Relations and Regular Giving
Full Time/Part Time/Casual: Full-time
Grade: Grade 4
Overall Purpose of the job: The Alumni Engagement 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 regular giving strategy, and work closely with colleagues to meet ambitious engagement and fundraising targets. They will support regular giving appeals and fundraising communications. They will also play a key role in supporting alumni-student mentoring, alumni involvement in student recruitment, and other volunteering opportunities.

General Information

The London School of Hygiene & Tropical Medicine (LSHTM) is one of the world's leading public health universities.

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.

Staff and students are committed to helping create a more healthy, sustainable and equitable world for everyone, because we believe our shared future depends on our shared health.

We embrace and value the diversity of our staff and student population and seek to promote equity, diversity and inclusion as essential elements in contribution to improving health worldwide. We believe that when people feel respected and included, they can be more creative, successful, and happier at work. While we have more work to do, we are committed to building an inclusive workplace, a community that everyone feels a part of, which is safe, respectful, supportive and enables all to reach their full potential.

To find out more please visit our [Introducing LSHTM page](#).

Our Values

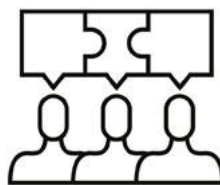
Our values establish how we aspire to achieve our mission both now and in the future - demonstrating what it means to work and study at LSHTM. Please visit our [LSHTM Values page](#) for further information.



**Act with
integrity**



**Embrace
difference**



**Work
together**



**Create
impact**

FACULTY/DEPARTMENT 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, LSHTM 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 180 countries, in government, academia, international agencies and health services. Research income has grown to more than £140 million per year from national and international funding sources including UK government and research councils, the European Union, the Wellcome Trust, the Gates Foundation and other philanthropic sources. LSHTM's multidisciplinary expertise includes clinicians, epidemiologists, statisticians, social scientists, molecular biologists and immunologists, and we work with partners worldwide to support the development of teaching and research capacity.

Our education provision has expanded to more than 1,000 London-based Master's and Research students, 3,000 studying postgraduate courses by distance learning, and 1,000 each year on short courses and continuous professional development. Our free online courses (Moocs) 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 third 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. We ranked 21st for medicine in the 2018 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.

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.

Main Duties and Responsibilities
Strategy and planning <ul style="list-style-type: none">• Develop and manage the alumni communications schedule, incorporating LSHTM's key messaging and strategic priorities into alumni communications in print (e.g. annual alumni magazine) and digital (e.g. monthly e-newsletter)• Develop and manage the DARO social media strategy, working closely with LSHTM's Communications team.• Manage LSHTM's international alumni chapters, developing and implementing plans to improve engagement and increase activity.in support of DARO and LSHTM strategic objectives

- Contribute to the creation and execution of LSHTM's overall alumni relations and regular giving strategy and targets.

Communications

- Act as the first point of contact for alumni relations enquiries, managing the busy alumni mailbox and responding to a wide variety of telephone, face to face and email queries
- Manage the LSHTM alumni blog series and web-pages, writing and editing copy and sourcing stories and features on-campus and from the alumni community.
- Manage the monthly alumni e-newsletter, working closely 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 and our online community, LSHTM Connect, tailoring communications to different audiences and platforms.
- Write engaging copy for a variety of publications including 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.

Service Delivery

- Working with Head of Alumni Relations & Regular Giving, manage all alumni events, both in-person and virtual, (e.g. careers/networking and reunions, and international events in collaboration with alumni chapters and academic colleagues travelling overseas) ensuring that events are cost effective and supportive of strategic objectives.
- Manage the invitations process for alumni events, ensuring responses are accurately recorded and attendee information and event briefings are disseminated ahead of each event.
- Coordinate DARO activity at and around Graduation Day,
- Support senior management by contributing to detailed profiles, briefing notes and other documents, as required in preparation for meetings and events.
- Manage requests for reunions, supporting alumni to organise and host their own events around the world.
- Support the Head of Alumni Relations and Regular Giving with student-alumni and alumni-alumni mentoring initiatives, 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 to monitor progress against team objectives and inform future strategy.
- Work closely with the Database Manager to ensure uniform use of the alumni relations functionality of DARO's CRM (Raiser's Edge), through quality reporting and accurate data entry.

Resourcing

- Play an active role in regular Alumni Relations and Regular 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 Regular Giving to make recommendations for appropriate external resources.
- Manage the range and supply of branded merchandise for use at events, graduation and as gifts for alumni volunteers and donors, carrying out regular inventory and ensuring supplies are delivered in good time for events.
- Maintain and enhance professional development through internal training and relevant 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 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 Head 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 and Development Review (PDR).

PERSON SPECIFICATION

This form lists the essential and desirable requirements needed by the post holder to be able to perform the job effectively.

Applicants will be shortlisted solely on the extent to which they meet these requirements.

Competency	Evidence	E / D
Education, Qualifications and Training	<ul style="list-style-type: none"> • A minimum of a second-class honours degree. 	E
	<ul style="list-style-type: none"> • Relevant qualifications and/or professional training in communications, marketing or fundraising. 	D
Experience	<ul style="list-style-type: none"> • Demonstrable experience of alumni relations, fundraising or communications within education sector, not-for-profit sector or a membership organisation 	E
	<ul style="list-style-type: none"> • Experience of developing communications and/or marketing strategies. 	E
	<ul style="list-style-type: none"> • Experience of events management. 	E
	<ul style="list-style-type: none"> • Experience of using social media strategically in a professional setting. 	D
	<ul style="list-style-type: none"> • Experienced user of CRM systems such as Raiser's Edge. 	E
	<ul style="list-style-type: none"> • Experience of working in development in higher education, health, or international development environments. 	D
Knowledge	<ul style="list-style-type: none"> • A sound understanding of data protection and GDPR. 	E
	<ul style="list-style-type: none"> • Knowledge of content management systems and principles of writing for the web. 	D
General	<ul style="list-style-type: none"> • Excellent written and oral communication skills, and experience of communicating to a wide range of stakeholders in a variety of formats. 	E
	<ul style="list-style-type: none"> • Excellent copywriting skills, with the ability to write engaging material to diverse audiences. 	E
	<ul style="list-style-type: none"> • Outstanding attention to detail and accuracy. 	E
	<ul style="list-style-type: none"> • Excellent project management skills and the ability to juggle competing priorities and meet deadlines. 	E
	<ul style="list-style-type: none"> • Strategic thinker with an ability to identify new opportunities for developing Alumni Relations and Annual Giving strategy 	E

	<ul style="list-style-type: none"> • Ability to use design packages to produce print collateral such as postcards, leaflets, and booklets as well as digital materials 	D
	<ul style="list-style-type: none"> • Budget management. 	D
	<ul style="list-style-type: none"> • Basic videography skills e.g. simple interviews with alumni 	D
	<ul style="list-style-type: none"> • Ability to work under own initiative and also respond to team requests. 	E
	<ul style="list-style-type: none"> • Ability to work accurately under pressure to tight and sometimes conflicting deadlines. 	E
	<ul style="list-style-type: none"> • Collaborative, with the ability to encourage, persuade and promote alumni relations at LSHTM. 	E
	<ul style="list-style-type: none"> • Keen awareness of confidentiality and sensitivity of information. 	E
	<ul style="list-style-type: none"> • Ability to work sensitively within diverse cultural environments. 	E
	<ul style="list-style-type: none"> • Genuine interest and curiosity in individuals' lives and careers. 	E
	<ul style="list-style-type: none"> • Passionate about the importance of education and global health equity. 	E
	<ul style="list-style-type: none"> • Strong analytical and problem solving skills with the ability to work in high pressure and evolving environments. 	D
	<ul style="list-style-type: none"> • Versatile and able to jump into other roles as required. 	D

E-Essential: Requirement without which the job could not be done

D-Desirable: Requirements that would enable the candidate to perform the job well

Date compiled: Jan 2025

Salary and Conditions of Appointment

The post is permanent and full-time 35 hours per week, 1 FTE. The salary will be on the Professional Services salary scale, Grade 4 scale in the range £34,011 - £38,198 per annum pro rata (inclusive of London Weighting).

The post will be subject to the LSHTM terms and conditions of service. Annual leave entitlement is 30 working days per year, pro rata for part time staff. In addition to this there are discretionary "Wellbeing Days." Membership of the Pension Scheme is available.

LSHTM has a Hybrid Working Framework, which alongside agreed service requirements, enables teams to work more flexibly (if the role allows), promoting a greater wellbeing and work/life balance.

Application Process

Applications should be made on-line via our [jobs website](#). Applications should also include the names and email contacts of 2 referees who can be contacted immediately if appointed. Online applications will be accepted by the automated system until 10pm of the closing date. We regret that late applications cannot be accepted. Any queries regarding the application process may be addressed to jobs@lshtm.ac.uk.

The supporting statement section should set out how your qualifications, experience and training meet each of the selection criteria. Please provide one or more paragraphs addressing each criterion. The supporting statement is an essential part of the selection process and thus a failure to provide this information will mean that the application will not be considered. An answer to any of the criteria such as "Please see attached CV", "Yes" or "No" will not be considered acceptable and will not be scored.

Please note that if you are shortlisted and are unable to attend on the interview date it may not be possible to offer you an alternative date.

Asylum and Immigration Statement

LSHTM will comply with current UKVI legislation, 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 UKVI to enable sponsorship under the skilled worker route. Therefore we cannot progress applications from candidates who require sponsorship to work in the UK.