

HR191	JOB DESCRIPTION	 UNIVERSITY OF CAPE TOWN IYUNIVESITHI YASEKAPA • UNIVERSITEIT VAN KAAPSTAD
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NOTES

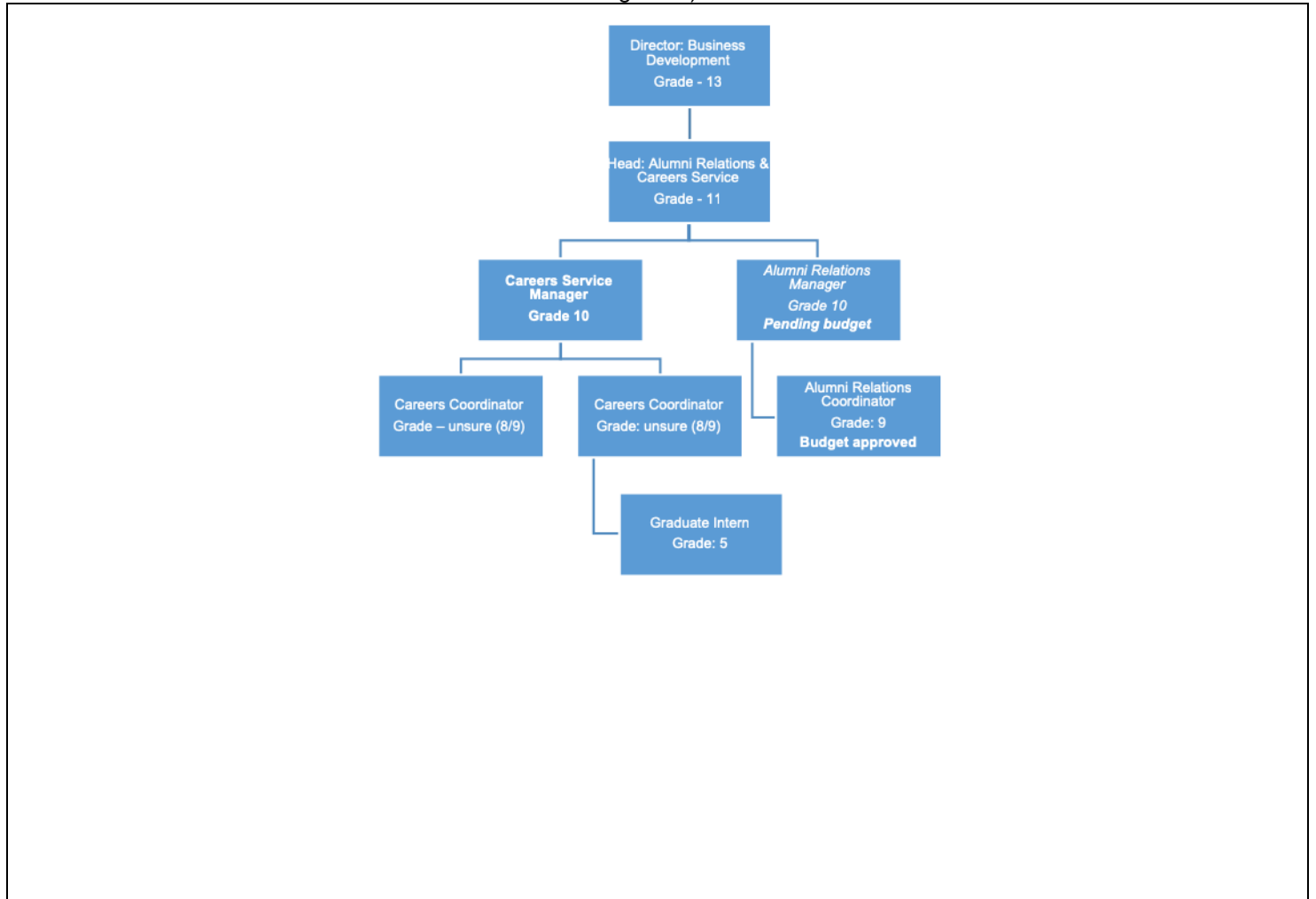
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of job descriptions.
- A copy of this form is kept by the line manager and the job holder.

POSITION DETAILS

Position title	Alumni Relations Manager
Job title (HR Practitioner to provide)	
Job grade (if known)	10
Academic faculty / PASS department	PASS
Academic department / PASS unit	Business Development
Division / section	GSB
Date of compilation	29 November 2016

ORGANOGRAM

(Adjust as necessary. Include line manager, line manager's manager, all subordinates and colleagues. Include job grades)



PURPOSE

The main purpose of this position is to:

Create and maintain pathways for alumni participation that advance the goals of the Business Development Unit and the greater GSB.

This will entail:

- Planning and implementing alumni events that strategically engage alumni and students and so strengthen the relationship with the GSB. The engagement should directly benefit alumni and students and the rest of the GSB community.
- Continuously and professionally manage relationships with GSB alumni
- Collaborate closely with GSB community to ensure appropriate alumni engagement, as required

JOB CONTENT

Key performance areas (4 – 6) (What)	% of time spent	Activities / Objectives / Tasks (How)	Results / Outcomes (Why)
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1	Partnerships and stakeholder relations management / Community Outreach	25%	<p>Partnerships:</p> <ul style="list-style-type: none"> Identify and develop strategic alumni partnerships that will support the delivery of the alumni relations objectives Build and manage inclusive and effective cross-functional working relationships with internal stakeholders. <p>Alumni Board:</p> <ul style="list-style-type: none"> Maintain the relationship with the Alumni Board, in conjunction with the Head: Alumni Relations & Careers Service Develop an Alumni Board Charter, setting out the objective, scope, structure and membership of the Alumni Board, Manage and maintain the relationship with the Alumni Board, as set out in the Alumni Board Charter Plan and coordinate Alumni Board meeting and feedback outcomes to relevant internal stakeholders <p>Market/Alumni Insights:</p> <ul style="list-style-type: none"> Incorporate market / alumni intelligence and insights to include into alumni strategy development and plan Developing a deep understanding of the alumni needs and incorporate this into the alumni strategy and tactical activities. <p>Reporting:</p> <ul style="list-style-type: none"> Reporting on the insights gained to relevant internal stakeholders, via corporate website, feedback when meeting with alumni. <p>Alumni Career and Community Outreach</p> <ul style="list-style-type: none"> Interfaces with students industry clubs. Work closely with GSB Careers Service and other main campus departments to collaborate and create effective programming and resources for GSB students <p>Communication:</p> <ul style="list-style-type: none"> Produce written material to alumni, with particular focus on segmented alumni groups, that being 1 – 5 years, 5-10years, and 15 years and up. Create alumni content and update for alumni portal Communicate through and respond to student / alumni social media conversations in line with the GSB digital strategy and brand message. Write and source relevant alumni articles and online resources for alumni website, brochures or any other written material to students and alumni 	<ul style="list-style-type: none"> Developing trusted and sustainable relationships with internal stakeholders these are Programs, Academic department, BDU and students and Alumni Source and contribute relevant career resources for alumni (as it relates to their career advancement) Relationship management Networking Accountable for the effective and efficient running of quarterly meeting and monthly feedback to Alumni Board Alumni relations plan achieved Strong partnerships in place
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2	Coordination and execution of Alumni Relations Plan	25%	<ul style="list-style-type: none"> • Provide input into the alumni relations strategy • Develop and implement the Alumni Relations Events and Communication Plan ensuring quality output • Proactively and continuously identify and utilize alumni related business development opportunities <p>Event management:</p> <ul style="list-style-type: none"> • Professional and efficient delivery of all Alumni events • Identify relevant events / opportunities to engage with alumni • Responsible for the delivery of the Annual Alumni Reunion Weekend • Responsible for all Alumni Reunions 	<ul style="list-style-type: none"> • Accurate, timeous and professional delivery of alumni relations plan • Working closely with the events planner, ensuring professional and efficient delivery of all alumni events, in Cape Town, Durban and Johannesburg.
3	Monitoring, Evaluation and Reporting	10%	<ul style="list-style-type: none"> • Collate and report on feedback from alumni and employers, informing BDU and Academic Programs of feedback. • Systematic evaluation of all alumni events and activities, used to drive ongoing performance improvement • Develop and implement a plan for the accurate capture of quantitative data which can be used to formally evaluate offerings to alumni • Monitor the alumni relations activities of major competitors. • Contribute towards the writing of accreditation reports. 	<ul style="list-style-type: none"> • Accurate, reliable and useful quantitative and qualitative data is gathered and kept • Quality of all alumni relations activities is monitored • All reporting requirements are met timeously • Evidence-based decision-making to review and revise services • Report writing.
4	People Management	10%	<ul style="list-style-type: none"> • Optimize team productivity through performance management • Create a team culture that supports the vision, strategy and brand of the GSB. 	<ul style="list-style-type: none"> • Manage the relationship with the alumni community

5	Finance and Operations management	10%	<ul style="list-style-type: none"> • Manage the budget to deliver the alumni and business development objectives while executing cost-effective operating processes • Continuously identifying opportunities to maximize alumni spend. • Manage costs to achieve strategic and operational goals. • Put in place processes and tools to effectively and efficiently manage the operations and quality of the alumni relations department • Timeous processing service provider payments • Identifying opportunity for cross-selling opportunities 	<ul style="list-style-type: none"> • Strategy is supported by budget • Manage budget according to strategic deliverable as reflected in budget plan • To deliver accurate financial forecasts • Up to date and accurate alumni data / records in place
	Alumni Communication	15%	<p>Database:</p> <ul style="list-style-type: none"> • Responsible for the upkeep of alumni data and maintaining as accurate as possible <p>Communication:</p> <ul style="list-style-type: none"> • Write alumni (on and offline) • Create and manage an effective alumni relations online portal 	<ul style="list-style-type: none"> • Up to date and relevant alumni records in place • Accurate and relevant CRM database

6	Continuing professional development	5%	<ul style="list-style-type: none"> To demonstrate a proactive approach to currency of professional knowledge through engagement with external networks, initiatives and professional bodies To contribute to national and international networks of alumni relations professionals identifying potential collaborative projects beneficial to GSB 	<ul style="list-style-type: none"> Engage in continuous team and person development Keep professionally up-to-date by research and attending / presenting at conferences and training/networking events Continue building knowledge base around Ranking criteria and Accreditation knowledge.
7	GSB Values	100%	<ul style="list-style-type: none"> Integrate the GSB values in every decision, execution and interaction. Provide back-up support within the business development team as required. 	<ul style="list-style-type: none"> Visibility of values being lived Climate survey/ User-rating Awareness of how values impact everything we do and actively/visibly incorporating in daily operations as well as meeting strategic objectives. According to values measurements.

MINIMUM REQUIREMENTS

Minimum qualifications	A post graduate tertiary qualification, preferably in Business, Management or a related field.
Minimum experience (type and years)	<ul style="list-style-type: none"> • At least 4-5 years' experience in the Higher Education sector having worked with post graduate and Masters students • Demonstrate an understanding of all communication platforms as well as newer communication platforms and ability to work or oversee the work of others on these platforms • Understanding of current technologies and the use of applications for organizational processes. • Excellent verbal & written communication skills including production of complex reports for different audiences • Ability to organise and manage a diverse range of assignments and projects with high proficiency and accuracy • Ability to adjust to changing priorities and meet deadlines at short notice • A minimum of 2-3 years' experience in staff management and budgetary requirements • Ability to develop learning materials and course modules • Ability to contribute to Strategy • Ability to translate strategy into strong tactical / operational component of Alumni Relations • Excellent planning skills • Excellent written communication skills including production of complex reports for different audiences • Experience in synthesizing data • Experience of collaborating with a range of stakeholders and building relationships across all functions • Excellent presentation skills • Demonstrably strong writing, organizational and event management skills • Flexibility and initiative, as well as the ability to work independently, combined with the skills for thriving in a team environment to achieve BDU and GSB goals • High professional and ethical standards for handling confidential information • Ability to organize and complete multiple tasks simultaneously with close attention to detail and prioritization to meet deadlines • Ability to travel locally, nationally and internationally (as appropriate) and work evenings and weekends as required • Highly effective planning, scheduling, time management and follow-through skills required in order to coordinate and implement special programs and events, while providing service to both employers and students' in a fast-paced work environment • Independent judgement and individual discretion involved with developing alumni events

COMPETENCIES

Competence	Level	Competence	Level
Building partnerships	3	Individual leadership	2
People management	3	Resource management	3
Planning & organizing/ work management	2	Resilience / tenacity	3
Written communication	3	Initiating action / initiative	2
Quality commitment / work standards	2	Results focus	3

Stress tolerance	2	Team work / collaboration	3
Client / student service & support	3	University awareness	2
Continuous learning	2		