



## Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

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

**Job title:** Alumni and Community Manager (Online Programmes)

**Department/Division:** Extended Education

**Accountable to:** Senior Manager (Online Programmes)

Competency	Criteria	E/D
Knowledge and experience	• Experience of working in alumni relations, communications, digital marketing or a related field	E
	• Experience of working effectively with alumni, students or other similar stakeholder communities or groups	E
	• Experience working in online/digital community building in an educational context	E
	• Excellent copy writing skills	E
	• Educated to degree level or equivalent	E
	• Experience of managing a portfolio of projects on time and on budget	E
	• Experience of working across a large complex organisation and successfully influencing others	E
	• Event management experience	D
	• Experience of using databases and CRM platforms, and managing data resources	D
	• Ability to use social media platforms effectively to engage audiences, and experience of writing tailored communications for the web and newsletters	E
	• Excellent IT user skills (including MS Office applications)	D
Planning and organising resources	• Ability to develop plans for complex projects taking into account resources and budget available	E
	• Ability to lead on a range of projects from initial concept through to delivery, and ability to manage the associated workflow tasks and deadlines	E
	• Ability to provide information to and seek information from a range of stakeholders including the most senior	E



	<p>members of the LSE community</p> <ul style="list-style-type: none"> <li>• Ability to be self-motivated in managing workload with a proactive approach</li> <li>• Ability to work to tight external and internal deadlines</li> </ul>	<p>E</p> <p>E</p> <p>E</p>
<b>Communication</b>	<ul style="list-style-type: none"> <li>• Excellent oral and written communication skills explain ideas and concepts clearly and accurately to internal and external stakeholders</li> <li>• Excellent attention to detail</li> <li>• Ability to communicate with people from different backgrounds, cultures and with different needs</li> </ul>	<p>E</p> <p>E</p> <p>E</p>
<b>Liaison and Networking</b>	<ul style="list-style-type: none"> <li>• Sophisticated stakeholder management and influencing skills</li> <li>• The ability to liaise effectively and build and maintain positive working relationships with stakeholders at all levels, including alumni, students, academic staff and service divisions</li> <li>• A commitment to customer service to alumni, students, staff and partner organisations, and being responsive to feedback</li> </ul>	<p>E</p> <p>E</p> <p>E</p>
<b>Teamwork and motivation</b>	<ul style="list-style-type: none"> <li>• Experience in working closely with colleagues as part of a team, including examples of having participated in, and actively contributed to a team.</li> <li>• Dedicated team player with the desire to grow within an organisation</li> <li>• To act as a brand ambassador and provide advice, updates and data insights to ensure a collaborative approach to alumni relations activities</li> <li>• Highly professional, flexible and committed to going above and beyond the remit of the role to achieve and exceed targets</li> <li>• Tenacious and self-motivated approach to work</li> <li>• Capacity to be comfortable in a rapidly changing working environment and the ability to adapt to changing demands and tight deadlines</li> <li>• Ability to plan and organise own workload and consistently meet deadlines, recognising when escalation is appropriate</li> <li>• Willingness to take responsibility for tasks and outcomes, ensuring a clear brief.</li> </ul>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>



<b>Decision making and Problem Solving</b>	<ul style="list-style-type: none"> <li>• The ability to use initiative in problem-solving and deal effectively with day-to-day problems, referring up where necessary</li> </ul>	E
	<ul style="list-style-type: none"> <li>• An innovative approach, with the ability to make recommendations to operational plans and design programmes for engagement in coordination with colleagues</li> </ul>	E
<b>Strategic planning, analysis and research</b>	<ul style="list-style-type: none"> <li>• Outstanding data interpretation and analysis skills, with proven experience of turning analytic insights into business actions</li> </ul>	E
	<ul style="list-style-type: none"> <li>• Demonstrable capacity for strategic thinking and long-term planning</li> </ul>	E
	<ul style="list-style-type: none"> <li>• Track record of establishing and maintaining effective systems of reporting</li> </ul>	E
	<ul style="list-style-type: none"> <li>• Experience designing and implementing a framework for measuring activity and engagement</li> </ul>	D
	<ul style="list-style-type: none"> <li>• The ability to evaluate projects and produce reports on performance of communications and event activities, and put forward recommendations for solutions</li> </ul>	D
	<ul style="list-style-type: none"> <li>• Experience of conducting market research to inform strategies</li> </ul>	D

**E – Essential: requirements without which the job could not be done.**

**D – Desirable: requirements that would enable the candidate to perform the job well.**