



Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

Job title: Alumni and Community Manager (Online Programmes)

Department/Division: Extended Education

Accountable to: Senior Manager, Online Programmes

Job Summary

LSE's portfolio of online programmes makes our world-leading teaching and research accessible to a global audience of lifelong learners at a moment when the value and demand for online education has never been greater. They form a growing element of the continuum of lifelong learning opportunities envisaged by LSE's 2030 Strategy and generate a financial return which helps the School to sustain and advance its positive global impact.

The Online Programmes team manages LSE's online programmes:

- Online Certificate Courses: a growing portfolio of 30 courses which enable professionals to upskill in new skills or subjects. Launched in 2017, to date over 21,000 participants have completed a 6-10 week long online course with a course completion rate in excess of 94%.
- Online Degree Programmes: 9 undergraduate degrees offered in partnership with the University of London, which make a world-class degree accessible to students and working professionals looking to gain new skills and knowledge without relocating.
- Online Masterclasses: a new portfolio of short courses which will launch in 2021 and offer participants new knowledge & the opportunity to participate in the academic debate for which LSE is renowned.

The Alumni and Community Manager (Online Programmes) holds responsibility for the development, execution, and measurement of the strategic engagement of the LSE Online global community, which includes current and past online programme participants. This role will be required to coordinate with internal and external stakeholders to develop and implement alumni engagement goals and strategies designed to foster lifelong connections between alumni, participants, industry and the School, and to further the reach and impact of LSE Online programmes - both online short courses and the online undergraduate programmes with the University of London.

LSE Online programmes compete with other globally leading universities and business schools, therefore, the opportunities we create for participants and alumni must serve to differentiate LSE Online in the market and reflect LSE's commitment to lifelong learning.

Duties and Responsibilities

This role will work across three key areas: LSE Online corporate partnerships, LSE Online Short courses, and Online Degree Programmes.

Planning and organising



- Design, implement and oversee the strategic development of a range of high-value benefits, services and activities distinctive to LSE Online and consistent with the LSE brand to maximise stakeholder involvement (current and past participants), increase repeat student rate and create programme advocates.
- Develop strategies to strengthen the connection between online programme participants and LSE, improving their affinity with the School.
- Create a strategic engagement plan to guide all activities for LSE Online alumni, current students, corporate partners, and other key stakeholders.
- Identify, plan and implement outreach programs, events and communication strategies that support alumni related strategic initiatives.
- Ensure that the delivery of the alumni and communities programme is of the highest quality, efficient and professional at all times, with clear and understandable performance targets and measurements.
- Develop plans for complex projects taking into account resources and budget available.

Engagement and communication

- Regularly communicate with all LSE Online Alumni in the database via various mediums.
- Develop communication and community building strategies to keep community informed on up-to-date news from the School, the LSE Online global network, and fellow participants.
- Create and manage LSE Online alumni groups and current student groups, building participation and engagement from group members.
- Foster positive relationships and networking opportunities between current and prospective students, and between this group and LSE Online alumni.
- Identify student ambassadors and programme advocates and develop ambassador kits.

Data, research and insight

- Set and monitor effective benchmarks for measuring the growth of the community, and analyse, review, and report on effectiveness of new initiatives.
- Establish feedback channels and evaluate participant satisfaction, areas of success, and opportunities for improvement.
- Proactively review participant data to understand participant and student personas and work with marketing to develop unique and effective strategies and messaging for increased engagement.
- Monitor trends in online community and communication tools, platforms and applications.
- Conduct research activity to support alumni and community engagement strategies and activities.

Communications and marketing

- Understand how to use various channels and communications tools to engage current and past participants and create a sense of community.
- Regularly feed back on insights gained from community monitoring into the Marketing team to help them evolve their strategies in a timely fashion.
- Monitor activities on main communication channels and groups (including social posts) and respond to comments.
- Identify and assist with the creation of articles and key content pieces for the LSE Online website, social, newsletters and other channels.
- Assist with the gathering of testimonials, student success stories and other content to contribute to the marketing of courses.
- Work with the marketing and insights teams to develop repeat participants strategies.



- Ensure the brand guidelines and mission are conveyed effectively and consistently across all communications.
- Maintain an awareness of the external context the Online Programmes operate in, providing insight on competitor activity and market trends to inform alumni and community strategy.

Liaison and networking:

- Cultivate and maintain effective relationships with key internal and external stakeholder, (including academics, departments and professional services colleagues, and OPM partners) and ensure appropriate communication strategies with internal and external partners in alumni relations, marketing and communications.
- Develop relationships with internal LSE stakeholders and alumni-focussed teams (LSE PAGE) to support the development of a robust LSE Online alumni offering
- Become a champion for the School and represent LSE Online at meetings and events with participants, alumni and key internal and external stakeholders.
- Raise awareness of the alumni relations programme internally and externally, and ensure that internal colleagues and external supporters take a pro-active approach to working with the Advancement team
- Identify opportunities to raise awareness of LSE Online and student body within the School through initiatives such as student panels, success stories and student-body advocacy/insight work.

Teamwork and motivation:

- Work closely with the LSE Online Marketing teams and central and departmental marketing stakeholders to identify opportunities for collaboration and promotion to other alumni databases
- Coordinate with and provide input for story ideas to the Marketing team.
- Ensure that internal stakeholders are engaged and informed about alumni activities and foster a common goal towards alumni engagement in the unit.
- Support School-wide initiatives to improve student experience and employability in conjunction with other colleagues by identifying appropriate alumni and facilitating connections.
- Proactively share insights and learnings within the Executive Education and Online Learning team and wider LSE to inform the strategy and execution of broader marketing, recruitment, course development, delivery, careers and student experience activities.

General responsibilities

- Ensure ongoing compliance of all activity with internal and statutory requirements, including LSE brand guidelines and GDPR
- Lead on discrete projects as they are identified and arise as part of Online Programmes activity

Flexibility

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

Equity, Diversity and Inclusion (EDI)

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair



discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

Ethics Code

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: [click here](#)

Environmental Sustainability

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.