



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 Engagement Lead

Department/Division: TRIUM Executive MBA (Department of Management)

Accountable to: Director of Student and Alumni Experience

Job Summary:

This post will work at LSE as part of the TRIUM Global Executive MBA's Student and Alumni Experience team to deliver TRIUM's Alumni Engagement Strategy. Under the direction of the Director of Student and Alumni Experience, the post holder will be responsible for leading on alumni engagement activities and the strengthening of existing alumni community and volunteer networks.

The Alumni Engagement Lead will have excellent relationship management skills to effectively engage high profile alumni to support TRIUM's strategic goals. They will work with contracted agencies to deliver effective and engaging communications campaigns. A key part of the role will be leading the development and design of specific alumni events across the academic year in London, New York and Paris.

The role will work closely with the Professional Development Lead to identify relevant professional development activities for Alumni that respond to industry demands. Focussing on continuous improvement, the post holder will play a pivotal role in reviewing alumni engagement systems to ensure maximum return on investment.

A key focus of the role will be to assist the Director of Student and Alumni Experience in developing a strategy to support the next stage of TRIUM's Alumni Engagement journey.

Evening work to attend alumni events and receptions will be required (a few times across the academic year). Occasional overseas travel may be required, in consultation with the Director of Student and Alumni Experience.

About TRIUM:

- TRIUM www.triumemba.org is a leading Global Executive MBA programme run jointly by LSE, New York University Stern School of Business (NYU Stern) and HEC School of Management Paris (HEC), currently ranked #4 by the *Financial Times*
- The programme comprises six intensive, intellectually rigorous educational modules, hosted at NYU Stern, the LSE and HEC Paris, as well as at three additional international locales, currently to be held in Seoul, South Korea, Nairobi, Kenya and Dubai, UAE. The students earn their degree in 18 months, through the six modules. Graduates of the TRIUM programme earn a single MBA degree issued jointly by NYU Stern, LSE and HEC Paris.

A TRIUM student has an average of 15 years work experience (40% have advanced degrees). A usual cohort of 40-60 will have students from over 30 countries around the world. The current alumni base is approximately 1200.

Duties and Responsibilities



Innovation and Planning

- Lead on the delivery of TRIUM's Alumni Engagement Strategy in line with the program's mission, vision and strategic priorities.
- Develop new and innovative ways of engaging alumni.
- Measure and report performance of all alumni campaigns and assess against key performance indicators.
- Support the Director of Student and Alumni Experience in developing and reviewing the alumni strategy as per TRIUM's long term plans and objectives.
- Keep up to date with alumni engagement trends.
- Keep abreast of any changes to the alumni relations provision across the three partner schools.
- Oversee and develop governance structures.
- Identify potential areas of development and improvement for new and existing activities.
- Identify alumni speakers from the alumni community to meet the objectives of other teams within TRIUM and the School, e.g., Programmes, Professional Development and Public Lectures.
- Support the Director of Student and Alumni Experience in a review of fundraising opportunities within the context of TRIUM and support in cultivating alumni relationships to advance fundraising goals.

Relationship Management

- Develop and deepen relationships with alumni, keep up to date with new happenings, career changes and identify high profile alumni.
- Manage the global chapters and volunteer network, maintaining communications with chapter leads and collaborating on alumni-led events.
- Handle alumni feedback sensitively and appropriately.
- Maintain good relations with alumni engagement contacts across the three partner schools to harmonise activities.
- Represent TRIUM at meetings with alumni and external contacts to support alumni and corporate relations activities.
- Assist in the implementation the fundraising strategy, potentially liaising with alumni and partner school advancement stakeholders

Service Delivery

- Manage the registration process for alumni events and Lifelong Learning sessions via the TRIUM Network (alumni platform).
- Carry out routine administration linked to alumni events.
- Identify new alumni engagement tools and systems as required.
- Carry out all routine administration associated with alumni events.
- Provide administrative support to the Director of Student and Alumni Experience where required and manage ad-hoc projects as appropriate.
- Manage the Alumni Engagement inbox and respond to all alumni queries in an informative and timely manner, providing high levels of customer service.
- Deal with operational problems or issues which arise, e.g. unforeseen circumstances.
- Monitor alumni related expenditure against the budget and regularly report to the Director of Student and Alumni Experience.
- Respond to all alumni, staff, student and external enquiries in and manage requests for information and support with diplomacy, utilising tact and discretion when necessary.
- Manage the contracting process for alumni event suppliers and associated administration.
- Manage the processing of all related invoices within the University's financial systems and procedures.

Communications and Marketing

- Lead creative communication and event marketing strategies to engage alumni in alignment with brand guidelines and tone of voice including, the production of the Alumni Newsletter.



- Coordinate with key agencies to manage the alumni engagement communications plan via social media channels such as LinkedIn and Facebook, coordinating closely with staff responsible for general TRIUM social media and marketing.
- Identify alumni to feature in marketing materials/alumni stories.
- Work with recruitment team to identify target alumni to assist in recruitment efforts etc
- Ensure the TRIUM Network (alumni platform) and alumni section of the TRIUM website are kept fully up to date.
- With input from the Director of Student and Alumni Experience, to lead on the writing and production of alumni newsletters, bulletins, brochures and stories.
- Ensure all events are publicised to alumni.
- Independently identify and promote partner schools and LSE activities and relevant events (i.e. public lectures) to alumni.
- Develop student lifecycle communications plan in collaboration with marketing and Student/Alumni experience to ensure consistent priorities, messaging and tone of voice

Data and Reporting

- Support the alumni engagement strategy through the provision, collection and management of accurate data.
- Overall maintenance, updates and development of the alumni database (via the TRIUM Network platform and Salesforce), adhering to all relevant Data Protection legislation.
- Maintain and improve the completeness and accuracy of existing database information.
- Review and maintain a strategy to identify and research lost alumni.
- Initiate and manage the annual transfer of graduating student data into Salesforce.
- Undertake regular monitoring and analytics of communications, social media, event attendance and communications campaigns and use insights to propose relevant adjustments or developments to the alumni engagement strategy, or to suggest improvements and changes to TRIUM communications and events.

General

- Proactively approach the role and use own initiative to evaluate working practices and procedures where appropriate.
- Participate fully as a member of the TRIUM team, coordinating closely to ensure that TRIUM's alumni communications and events strategy works in conjunction with program related marketing and communications, in particular related to recruitment activities.
- Any other duties commensurate with the level of the post which may be required by the Director of Student and Alumni Experience.

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. Some evening and weekend work may be required.

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



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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.



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: TRIUM Alumni Engagement Lead		
Department/Division: TRIUM Executive MBA (Department of Management) Accountable to: Director of Student and Alumni Experience		
Competency	Evidence	E/D
Knowledge and experience	Educated to degree level or equivalent	E
	Experience in alumni relations & fundraising, events or marketing, preferably in a higher education or executive education setting	E
	Experience of managing events and/or fundraising initiatives	E
	Experience of contributing to a strategic plan and supporting its implementation	E
	High level IT skills including experience with all MS software	E
	Proven accuracy and attention to detail	E
	Excellent project management skills	E
	Experience of working in an international environment and an awareness of cultural issues	D
	Experience of fundraising prospect development or undertaking research in a professional or academic capacity (e.g. market research, academic research, evaluations of projects/services)	D
Communications and marketing	Excellent verbal and written skills and the ability to communicate effectively and confidently at all levels	E
	Experience of writing for the web, social media and newsletters	E
	Experience of delivering presentations to a range of stakeholders	E



Planning and organising resources	Excellent organisational skills and the ability to work to deadlines and prioritise multiple tasks whilst maintaining attention to detail	E
	Ability to effectively determine when it is appropriate to change workload priorities	E
Teamwork and motivation	Evidence of a proactive and positive attitude	E
	Evidence of exhibiting flexibility in the workplace	E
	Ability to work with limited supervision, problem solve and use own initiative	E
	Experience of participating in, and actively contributing to a cross-functional team	D
Service delivery	Ability to provide a high standard of customer service and to provide information accurately and promptly to internal and external customers	E
	Demonstrable skill in working efficiently, with tact and diplomacy and able to deal with people from different backgrounds and with different needs	E
Relationship management	An ability to negotiate, motivate, and influence	E
	Experience of building and developing networks with internal and external contacts	E
	The confidence to represent a Department / Team as an ambassador to external and internal stakeholders with professionalism.	E
Initiative and problem solving	Ability to evaluate issues from a number of options, take the most appropriate course of action and recognise when appropriate for referral	E
	Ability to solve day to day problems as they arise	E
Data and reporting	Strong analytical and research skills, including the ability to collect, assess, and analyse information rapidly, identifying key points and drawing conclusions in order to make recommendations.	E
	Knowledge and understanding of Data Protection regulations as well as	E



	experience maintaining sensitive data to a high standard Experience of using databases and managing data resources	D
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E – Essential: Requirements without which the job could not be done.

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