



Job title	Deputy Director of Alumni Engagement	Job family and level	Administrative, Professional and Managerial Level 6
School/ Department	Development and Alumni Relations Office (DARO)	Location	Jubilee Campus

Purpose of role

The Deputy Director of Alumni Engagement provides senior leadership for the University's global approach to alumni engagement, shaping how graduates across the University's worldwide community connect with, contribute to, and advocate for the institution throughout their lives.

Reporting to the Director of Development and Alumni Relations, the role holder is responsible for the alumni engagement portfolio and teams, working closely with colleagues across DARO and the wider University.

The role is critical to the delivery of engagement programmes which drive participation, advocacy and long-term value. Effective alumni engagement will build and warm the early-stage philanthropic pipeline through volunteering, mentoring and community-building activity. The role contributes to campaign, fundraising and institutional advancement goals but does not hold direct income responsibility.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	Strategic Leadership ▪ Translate University and DARO priorities into clear, inclusive alumni engagement strategies, success measures and delivery plans, empowering managers and teams to take ownership of outcomes. ▪ Lead the development and delivery of the University's global alumni engagement strategy, positioning alumni across a diverse and internationally dispersed community as active partners in the institution's mission, impact and reputation. ▪ Build a progression pathway which increases engagement, advocacy, volunteering, meaningful participation and early-stage philanthropic pipeline development. ▪ Use data, insight and sector-recognised measures such as CASE Insights on Alumni Engagement, to inform strategy, monitor engagement performance and evaluate long-term value, embedding continuous improvement and evidence-based decision making. ▪ Provide strategic leadership of a global alumni engagement programme, optimising digital technologies and ensuring consistency, clarity and alignment with the University's overarching mission and impact.	50%

	▪ Work collaboratively across DARO to ensure strong alignment between alumni engagement, fundraising strategy, campaigns and operational delivery. ▪ Create engagement strategies which are responsive to emerging insight, evolving alumni behaviours and digital opportunity across different regions and audiences, while maintaining trust, clarity and institutional coherence. ▪ As a member of the DARO Senior Leadership Team, help shape strategic direction, balancing competing priorities and making informed decisions that enable sustainable delivery across fundraising, alumni engagement and operational capability.	
2	Stakeholder Engagement ▪ Build, lead and sustain meaningful relationships with high-profile alumni, volunteers and stakeholders, using transparent, inclusive and consistent approaches to engagement and stewardship. ▪ Oversee engagement strategies for high-potential alumni and volunteers, ensuring appropriate opportunities are in place to support progression to philanthropic giving. ▪ Work closely with academic leaders and senior colleagues across the University to deliver alumni engagement within a coherent global framework that reflects diverse alumni audiences and regional priorities. ▪ Collaborate with Communications and Advocacy, The Students' Union, and Careers and Employability to support a joined-up alumni experience. ▪ Coordinate effectively with regional alumni engagement teams and advancement leadership to align engagement activity across the tri-campus network, supporting a connected global alumni experience.. ▪ Represent the University confidently with alumni communities in the UK and internationally, governance-related stakeholders and senior volunteers, supporting advocacy, participation and engagement aligned with institutional priorities.	30%
3	Team Leadership and Development ▪ Set clear performance expectations and success measures, supporting managers to recognise high performance, address underperformance and build future capability within their teams. ▪ Lead, develop and sustain high-performing teams that deliver against University and DARO objectives using a coaching-led, feedback rich approach to leadership. ▪ Foster a culture of accountability, collaboration and continuous improvement, enabling colleagues to work effectively, inclusively and sustainably. ▪ Embed equality, diversity and inclusion across all aspects of team leadership, culture and ways of working, ensuring every colleague can thrive. ▪ Model a leadership approach that prioritises wellbeing and inclusion, identifying and addressing structural or cultural barriers to sustainable and effective ways of working.	15%
4	Operational and Financial Management	5%

	▪ Oversee delivery against agreed budgets, performance measures and operational plans within the remit of the role, ensuring effective use of resources and compliance with university policies and procedures. ▪ Accountable for financial planning, forecasting and risk management for Alumni Engagement, collaborating across DARO and working closely with colleagues to support sustainable delivery of advancement priorities. ▪ Drive and review performance, identifying risks, issues and opportunities for improvement, and reporting regularly to the Director of Development and Alumni Relations and relevant governance bodies.	
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Person specification

	Essential	Desirable
Skills	▪ Proven ability to provide strategic leadership in complex organisations, translating priorities into clear, deliverable strategies and outcomes. ▪ Effective people leadership skills, including performance management, coaching, talent development and building sustainable leadership capability through others. ▪ Highly developed influencing and communication skills, with the ability to build trust, managing competing perspectives and engage senior leaders, volunteers and external stakeholders. ▪ Analytical and decision-making skills, with the ability to use data, insight and evaluation to shape priorities, assess impact and support continuous improvement.	
Knowledge and Experience	▪ Experience leading complex, stakeholder focused engagement activity at scale, including with geographically dispersed audiences, with accountability for strategy, outcomes and impact. ▪ Experience of designing and delivering engagement programmes or communities across digital, in-person and blended environments for diverse audiences, informed by user insight and data. ▪ Experience of working with senior volunteers, partners, boards or representative bodies in roles requiring judgement, diplomacy and stewardship. ▪ Experience of managing budgets, resources and performance frameworks, and contributing to financial planning and risk management within a complex organisation.	▪ Experience of working in a global context. ▪ Experience of working within or alongside the higher education, charity or not-for-profit sectors. ▪ Experience contributing to advancement, campaigning or fundraising outcomes through engagement, participation or pipeline development activities.
Qualifications, certification and training (relevant to role)	▪ Degree or equivalent professional experience	▪ Relevant professional development or advancement qualifications



Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

Valuing people	Understands that it is essential to provide a structure that people can thrive in. Knows how to communicate with people to create a healthy working environment and get the best out of people.
Taking ownership	Communicates vision clearly, providing direction and focus. Knows how to create a productive environment where people are inspired and can work cross-departmentally in partnership.
Forward thinking	Has the ambition to be a pioneer in own area, anticipating the future change, needs and challenges. Knows how to innovate within their work context and champions others to be inspired to be part of this ambition
Professional pride	Keeps up to date on latest thinking, trends and work practices. Supports team to be thought leaders; willing to challenge if obstacles get in the way.
Always inclusive	Establishes far reaching partnerships, well beyond own area across a broad range of networks. Understand role to pay due regard to the needs of the whole community.

Key relationships with others

