

	<b>Last Updated:</b> 15/09/2025		
<b>Job Title</b>	Senior Alumni Relations Manager		
<b>Faculty/ Department</b>	Advancement	<b>Subsidiary</b>	University of Surrey
<b>Job Family</b>	Professional Services	<b>Job Level</b>	5 HRZ
<b>Reports To</b>	Associate Director, Alumni & Supporter Engagement	<b>Line Manages (role title(s))</b>	Alumni Relations Officer, Alumni Relations Assistant, Alumni Events Officer, Surrey Leaders Project Manager

### **Job Statement:**

The Senior Alumni Relations Manager is central to strengthening the University's lifelong relationship with its global alumni and supporter community. The post provides strategic leadership across the alumni engagement programme, with particular responsibility for volunteering, events, international alumni networks, and the Surrey Leaders initiative, ensuring all activity reflects the University's strategic priorities and builds meaningful lifelong connections.

The role oversees the alumni volunteering programme, recruiting, supporting, and motivating alumni and supporter volunteers in the UK and worldwide. This includes working with international club leaders, contributing to student recruitment activity, and creating opportunities for alumni to enhance the student experience and extend Surrey's global reach.

It also manages the alumni events programme in the UK and overseas, ensuring its design, delivery, and evaluation foster strong and enduring relationships across the alumni and supporter community.

Alongside this, the Senior Alumni Relations Manager has responsibility for the strategic development of the Surrey Leaders programme, managing the Project Manager and embedding this flagship initiative into the wider work of the Alumni Relations Team to strengthen alumni advocacy and influence.

The role leads a team of engagement specialists delivering volunteering initiatives, events, and communications across the full programme, ensuring activity is coordinated, impactful, and aligned with the University's wider engagement strategy.

### **Key Responsibilities** This is not designed to be a list of all tasks undertaken but the main responsibilities.

1. To provide leadership of the University's alumni engagement programmes, shaping and delivering opportunities that create lasting value for alumni and the institution, while responding to the diverse motivations and needs of different alumni communities. International travel will be required.
2. To oversee the alumni clubs programme, ensuring strong stewardship of existing leaders, identifying and developing new opportunities for alumni involvement, and supporting the establishment of new clubs to expand the University's global reach.
3. To lead the strategic development of the alumni volunteering programme, enabling alumni and supporters to contribute to the University's success through mentoring, coaching, guest lectures, work placements, advisory roles, and advocacy.
4. To provide strategic direction for the University's Surrey Leaders programme, working closely with the Project Manager to expand and strengthen a network of alumni advocates who advance the University's priorities and reputation.
5. To have overall responsibility for the planning, coordination, marketing, and delivery of the alumni events programme in the UK and overseas, ensuring it strengthens engagement and fosters lifelong connections with the University.
6. To oversee systems and processes for the accurate and timely recording of alumni and supporter engagement, ensuring robust reporting and the development of institutional knowledge and evidence of volunteering impact.
7. To provide leadership and line management for the Surrey Leaders Project Manager, Alumni Officer, Events Officer, and Alumni Relations Assistant, supporting their professional development and ensuring delivery of high-quality engagement initiatives.

N.B. The above list is not exhaustive.

### **Role Scope and Impact** This is a summary of the post holder's role in delivering outcomes, making decisions, and the complexity of problem-solving involved in the role.

### **Accountability**

- The post holder is responsible for developing and delivering strategies across their areas of responsibility, agreeing priorities with the Associate Director, Alumni & Supporter Engagement, and ensuring alignment with the University's wider Advancement objectives.
- The post holder will provide leadership and line management to direct reports, ensuring the delivery of high-quality alumni engagement initiatives, impactful volunteering opportunities, and a dynamic events programme.
- They will be accountable for monitoring and reporting progress through regular updates to their line manager and contributions to the wider Advancement team's planning and evaluation processes.
- They will be required to lead and participate in activities outside normal working hours, and on occasion overseas, as an integral part of their role

### **Problem Solving and Decision Making**

- The post holder is expected to operate with a high degree of autonomy, seeking guidance from the Associate Director, Alumni & Supporter Engagement only on the most complex or strategically sensitive issues.
- They are responsible for providing solutions to a wide range of challenges across alumni engagement, events, volunteering, and stakeholder management, drawing on professional expertise, sound judgement, and knowledge of University policies and procedures.
- Given the role's direct impact on alumni perception and the University's external reputation, the post requires a confident professional with substantial experience in managing complex projects, high-profile events, and senior-level stakeholders.
- The post holder is expected to exercise initiative in prioritising and balancing competing demands, making effective and timely decisions to ensure delivery of objectives, while also anticipating potential risks and putting mitigation strategies in place. Where issues fall outside their remit, the post holder is expected to contribute actively to the development and implementation of resolutions in collaboration with their line manager or colleagues across the Advancement team.

### **Supplementary Information**

- There will be international travel required as part of this role. The post-holder should have an ability to travel overseas with senior colleagues, or on occasion independently, and represent the University professionally.

**Person Specification** This section describes the knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role.

### **Qualifications and Professional Memberships**

A degree/postgraduate qualification, with demonstrable relevant management experience.

OR

Substantial vocational experience, demonstrating professional development through involvement in a series of progressively more demanding and influential work/roles, supported by evidence of significant development of appropriate specialist knowledge.

**Technical Competencies (Experience and Knowledge)** This section contains the level of competency required to carry out the role (please refer to the Competency Framework for clarification where needed and the Job Matching Guidance).

Level 1: basic level of understanding/experience and can apply it with guidance.

Level 2: good level of understanding/experience and can apply it with little or no guidance.

Level 3: expert level of understanding/experience and can apply, develop it and guide others.

**Essential/  
Desirable**

**Level  
1-3**

Proven experience of working in a role with responsibility for relationship building management and engaging a variety of audiences by building mutually beneficial relationships.

E

3

Experience in volunteer management, alumni engagement, events, philanthropy or membership programmes or a relevant role within higher education.

E

3

Demonstrable experience of building international partnerships, managing international events and a willingness to undertake international travel independently or as part of a delegation.

E

3

Proven experience of having successfully managed and developed others and the ability to coach and influence others to achieve KPIs.

E

3

Strong project management experience, with experience of organising and delivering engagement events, as well as the ability to draft and present plans to diverse audiences, making insightful recommendations based on evidence.	E	3
Team player, ability to work flexibly, positively and creatively with colleagues to achieve shared goals	E	3
Demonstrable knowledge of managing and monitoring budgets	E	2
Experience of managing projects or programmes with overseas audiences or elements, including adapting plans to consider inclusivity, diversity and the different cultures and environments involved.	D	n/a
Experience of use of CRM databases (e.g. The Raisers Edge, RE NXT) for maintaining records of engagement, volunteering, philanthropic income.	D	n/a
An understanding of the higher education sector and its need for alumni engagement and philanthropic funding	D	n/a
<b>Special Requirements</b>		<b>Essential/ Desirable</b>
Prepared to work outside regular office hours on weekends or evenings, as necessary, to assist at events.		E
Prepared to undertake international travel as required as part of this role		E
<b>Core Competencies</b> This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). n/a (not applicable) should be placed, where the competency is not a requirement of the grade.		<b>Level 1-3</b>
Communication		3
Adaptability and Flexibility		3
Customer, Client service and support		3
Planning and Organising		3
Continuous Improvement		3
Problem Solving and Decision Making Skills		3
Managing and Developing Performance		3
Creative and Analytical Thinking		2
Influencing, Persuasion and Negotiation Skills		2
Strategic Thinking and Leadership		3
<p>This Job Purpose outlines the core activities of the role. As the Department/Faculty and the post holder evolve, the duties and focus of the role may change. The University expects the post holder to adopt a flexible approach to work, including undertaking relevant training when necessary. If significant changes to the Job Purpose are required, the post holder will be consulted, and the changes will be reflected in a revised Job Purpose.</p> <p><b>All staff are expected to:</b></p> <ul style="list-style-type: none"> <li>Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy.</li> <li>Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students.</li> <li>Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions.</li> <li>Contribute towards broader university initiatives that have a positive impact on student experience, recruitment and campus operations. This may include participation in cross-functional activities such as open days, confirmation and clearing, welcome week, graduation.</li> <li>Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role.</li> <li>Undertake such other duties within the scope of the post as may be requested by your Manager.</li> <li>Work supportively with colleagues, operating in a collegiate manner at all times.</li> </ul> <p><b>Help maintain a safe working environment by:</b></p> <ul style="list-style-type: none"> <li>All staff have a statutory responsibility to take reasonable care of themselves and others and to prevent harm by their acts or omissions. All staff are, therefore, required to adhere to the University's Our Safety Policy Statement and associated Procedures.</li> </ul>		

## Organisational/Departmental Information & Key Relationships

### **Background Information**

The role of the University's Advancement team is to build and sustain lifelong connections with our alumni and to secure philanthropic support that strengthens the University's mission. We are responsible for engaging a global community of over 153,000 graduates and raising funds to support students and research. The team works in close partnership with academic and professional colleagues across the University to develop enduring relationships with external stakeholders – including alumni, donors, corporations, and foundations – and to secure financial and non-financial support for agreed priorities.

The Advancement team culture is professional, collaborative, and service-focused, underpinned by values of transparency, flexibility, proactivity, integrity, respect, tenacity, motivation, and commitment.

The post holder will work across the University, acting as a visible ambassador for Advancement and a champion of alumni engagement and volunteering. They will design and deliver opportunities and activities that inspire alumni, strengthen advocacy, grow participation, and create meaningful ways for alumni to contribute to the success of the University. In doing so, they will also enable the fundraising team to build stronger relationships and increase philanthropic support.

### **Relationships**

#### **Internal**

For direction and engagement in the programme, help with contacts and attendance at events and functions.

- Director of Advancement, Associate Director, Alumni and Supporter Engagement and Associate Director, Philanthropy
- Other senior leaders within the Alumni & Supporter Engagement team, including the Senior Engagement Manager, Senior Alumni Engagement and Operations Manager and Donor Relations Manager
- Senior Advancement Managers, Advancement Managers and other Advancement colleagues
- Faculty academic Heads of School or their nominated representatives (e.g. Directors of Employability)
- International Student Recruitment and International Engagement colleagues
- Marketing and Communications & PR teams
- Other University departments including Finance, Events, Careers & Employability for support and direction relating to alumni and volunteer engagement activity.

#### **External**

In order to develop relationships and programmes, building and maintaining contacts that will lead to their support and greater engagement.

- Alumni, donors and supporters
- Volunteer helpers and advisers, who may be advisory board members, international club leaders, alumni speakers or mentors, emeritus professors or local non-alumni supporters
- Agencies and suppliers
- Consultants
- Other potential collaborators

## Department Structure Chart

