



University College London
Associate Director of
Alumni & Supporter Relations

*Disruptive
thinking
since 1826*

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To our future Associate Director of Alumni & Supporter Relations,

Thank you for your interest in our team and this role.

Every day, we get to make the remarkable happen at UCL. As a dedicated, ambitious and successful Advancement team, we work in partnership with our faculties, alumni donors and supporters to empower critical research, education and innovation that transforms our understanding of the world and confronts some of the most pressing problems across health, the environment and society.

After the success of our last campaign, we have taken stock of our achievements to date and began planning for what's next. We have a big and bold vision and are looking for talented fundraising and supporter engagement professionals, who are equally ambitious, to join us in a number of recently created roles to build new programmes in Regular Giving, Legacy Giving, Donor Experience and Events, and Campaign Planning and Performance with strategic intent. This role, has become a vacant opportunity as we are committed to recognising and rewarding talent within our team, and we have recently promoted the former Associate Director to become the Director of Alumni & Supporter Experience.

We're looking for experienced and creative strategists and doers, who are skilled at innovating, embedding change, and bringing stakeholders along on the journey with them. We actively encourage people from all parts of the not-for-profit sector to consider joining us – in fact, I made the move myself from the NSPCC to UCL in 2009 and have progressed my career at UCL ever since. For me, there are two particular highlights that I've valued in making the move across sectors. One is that working at a university means you see the impact each gift you secure makes - you actually meet the recipient, hear about the impact the gift made and recognise the

role you play in very meaningfully creating changes in the world that transform lives and society. The second is the exceedingly intelligent people you meet. It's an incredibly stimulating environment and for the intellectually curious it's terribly exciting to be at the cutting edge of the best research in the world.

Most importantly, we want people who share our vision and are excited about the opportunity to work across the breadth of our university's talent. From academics and researchers, to students and staff, this could be an opportunity to work with the brightest minds and changemakers, and make a real difference. Does that pique your interest? If so, then please read on and we look forward to hearing from you.



Angharad Milenkovic
Vice-President (Advancement)

Background Information

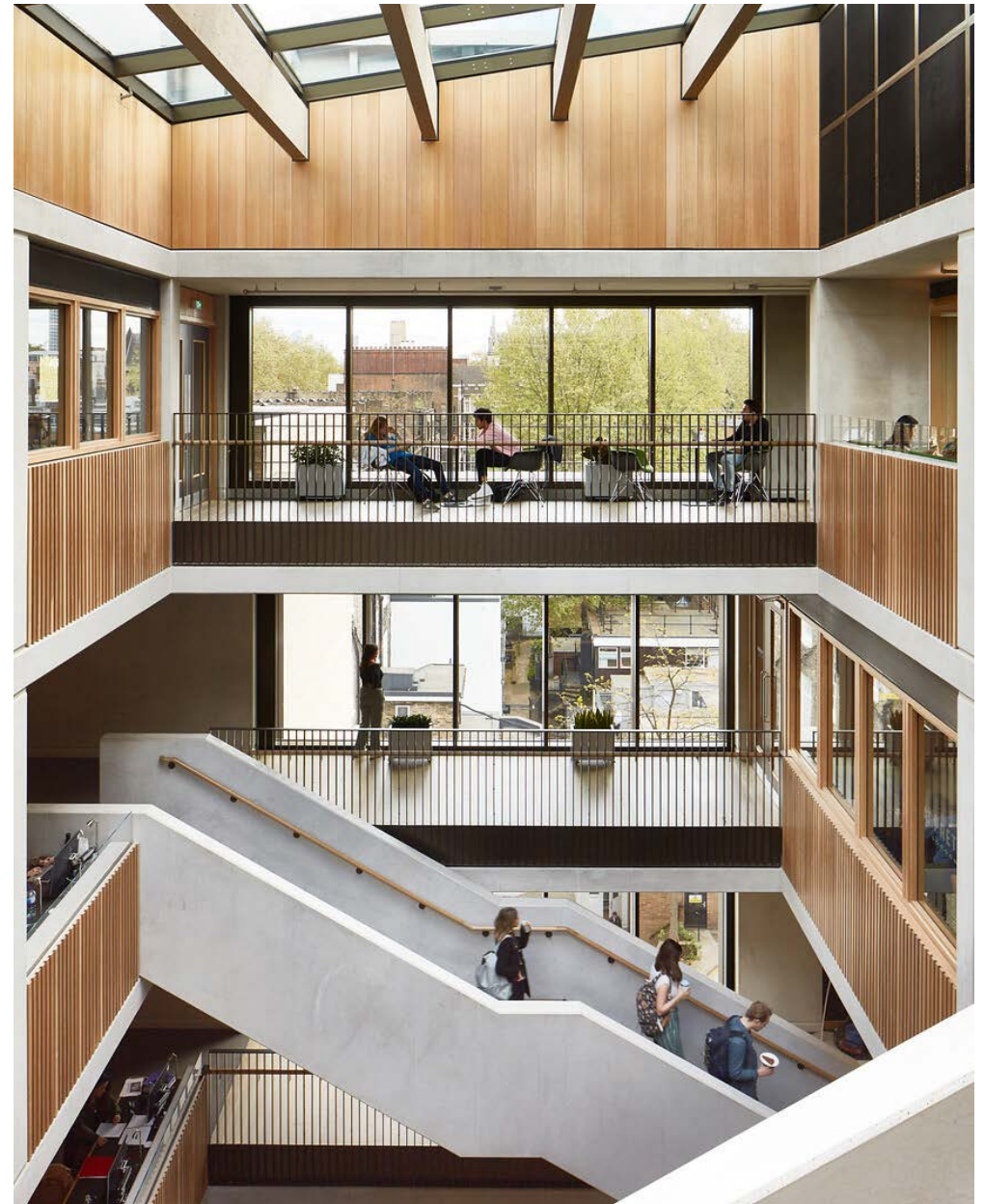
Two hundred years ago, UCL redefined the very idea of a university. We opened up university education to the many, not the few. Our bold founders committed us to innovation, inclusivity and excellence, and we haven't stood still since.

As London's leading multidisciplinary university, we are home to a diverse global community of world-class academics, staff, students and alumni, who have the freedom and courage to challenge, question and think differently. We strive to continuously break boundaries and make a tangible impact on real world problems. From cancer research to climate change, dementia to social inequality, the world is facing huge challenges and we're determined to play our part in solving them.

With breakthroughs across medicine, engineering, science, humanities, and arts, we have an international reputation for an interdisciplinary approach and groundbreaking research. We focus on addressing the real-world challenges that matter to individuals and societies and, through our teaching, we aim to prepare outstanding citizens, leaders and innovators of tomorrow.

Today, UCL is the largest on-site HE provider in the UK, and also one of the most complex. Our undergraduate and postgraduate student populations are similar in size and are taught across 94 academic units in 11 faculties. A focus on 'all' students regardless of programme, department or individual characteristic, is a key feature of the regulatory framework in which we operate.

Our students tell us they want to be stretched intellectually, to engage with current issues in their chosen field, and feel confident to go out into the world and make positive impacts. Together with the Student Union, we co-created a definition of 'Educational Gains' for the 2023 TEF submission to capture our beliefs about what all students can or should achieve by studying for a UCL degree.





Education and student experience excellence at UCL is grounded in:

- Intellectual challenge, academic rigour, and our cutting-edge research;
- A critical understanding of our heritage and a shared belief in questioning, challenging, debating and disagreeing well;
- Engaged and productive partnerships between students and staff;
- Equality, inclusion, diversity, respect and care for our global community of students and staff;
- Strong academic disciplines and powerful cross/interdisciplinary collaborations;

The desire to educate future citizens, leaders and innovators who will make positive impacts in the world.



UCL is University of the Year 2024 (The Times and Sunday Times Good University Guide 2024)



UCL was rated 2nd in the UK for research power in the Research Excellence Framework 2021



UCL was ranked 9th in the 2024 QS World University Rankings



There have been 30 Nobel Prize laureates amongst UCL's alumni and current and former staff to date

At UCL, we are fortunate to have a strong community of supporters, donors and 430,000+ alumni in 190 countries around the world. They are an integral part of our ecosystem - from supporting our students to develop the critical skills which equip them to be lifelong learners and to be our leaders of the future, and partnering with our research and teaching staff to bring about change and impact in areas that matter to them, to us, and to the world at large, our supporters help us to make the world a better place.

In 2020, we closed one of the most successful fundraising campaigns in the UK's higher education sector. The *It's All Academic: The Campaign for UCL* galvanised a global community and raised £624M, and has set the stage for a new level of ambition for our future. Philanthropic impact can be a long-game and requires a clear vision. Momentum in our fundraising and engagement activities continues to grow, and we are now developing the strategy towards our next campaign, our most ambitious yet. Launching in our bicentennial year in 2026, this represents a fantastic opportunity to engage our supporters and to celebrate the impact that UCL has on the world.

In 2022-23 we raised:

£56M +
for health

£9.5M 
for student support and
education which benefitted
nearly 150 scholarship students

£82.5M 
for UCL research across
every faculty

430,000+ 
alumni

190 
countries

c. 50 
alumni groups based on
geography and communities
of interest and purpose

An additional outcome of It's All Academic has been an increase in our Advancement team's profile across UCL and our community, and support for our work. We have secured significant investment in and for our team, and are building up our team to help drive the step change we are creating towards achieving even more.

For further information visit:

<https://advancement.ucl.ac.uk/philanthropy-impact-report-2022-23/>
and www.ucl.ac.uk



The Role

Job Title

Associate Director of Alumni & Supporter Relations

Location

London / hybrid working

Reports to

Director of Alumni and Supporter Experience

Responsible for

Overall team of 11

Direct Reports

Leads for Alumni & Supporter Relations (Regional) and Alumni & Supporter Relations (Programmes)

Key Relationships

Colleagues across Advancement; the President & Provost's office; teams across Global and External Engagement, Student Experience, Careers, and the Students' Union; academics and faculty colleagues; and alumni and donors.

Purpose

The Associate Director of Alumni & Supporter Relations is a key leadership position within the Advancement team. You will be responsible for delivering a gold-standard alumni experience and nurturing relationships with our alumni across the globe.

Entrepreneurial, strategic and detail-orientated, you will partner with colleagues across the university, including academic faculties, to amplify the impact of alumni engagement and to deepen alumni loyalty to UCL. You will have a particular focus on identifying and building effective relationships with our most significant alumni and volunteer leads, to build affinity for UCL and support UCL's new campaign and our broader institutional objectives.

You will lead on implementing, socialising and continuously improving our new alumni engagement programme and strategy, and will adopt a position of leadership and internal consultancy both within the team and throughout UCL to ensure alumni engagement features strongly and appropriately across the university.

Demonstrating strong leadership, you will proactively lead two teams of professionals experienced in all aspects of alumni engagement, including pipeline building. They will focus on specific geographical areas or programmes and faculties, and you will design cohesive strategies to ensure alignment in approaches, activities and engagement. Critically, your team will be responsible for engaging alumni in UCL's biggest ever campaign in 2026 and effectively building alumni giving pipelines around that.

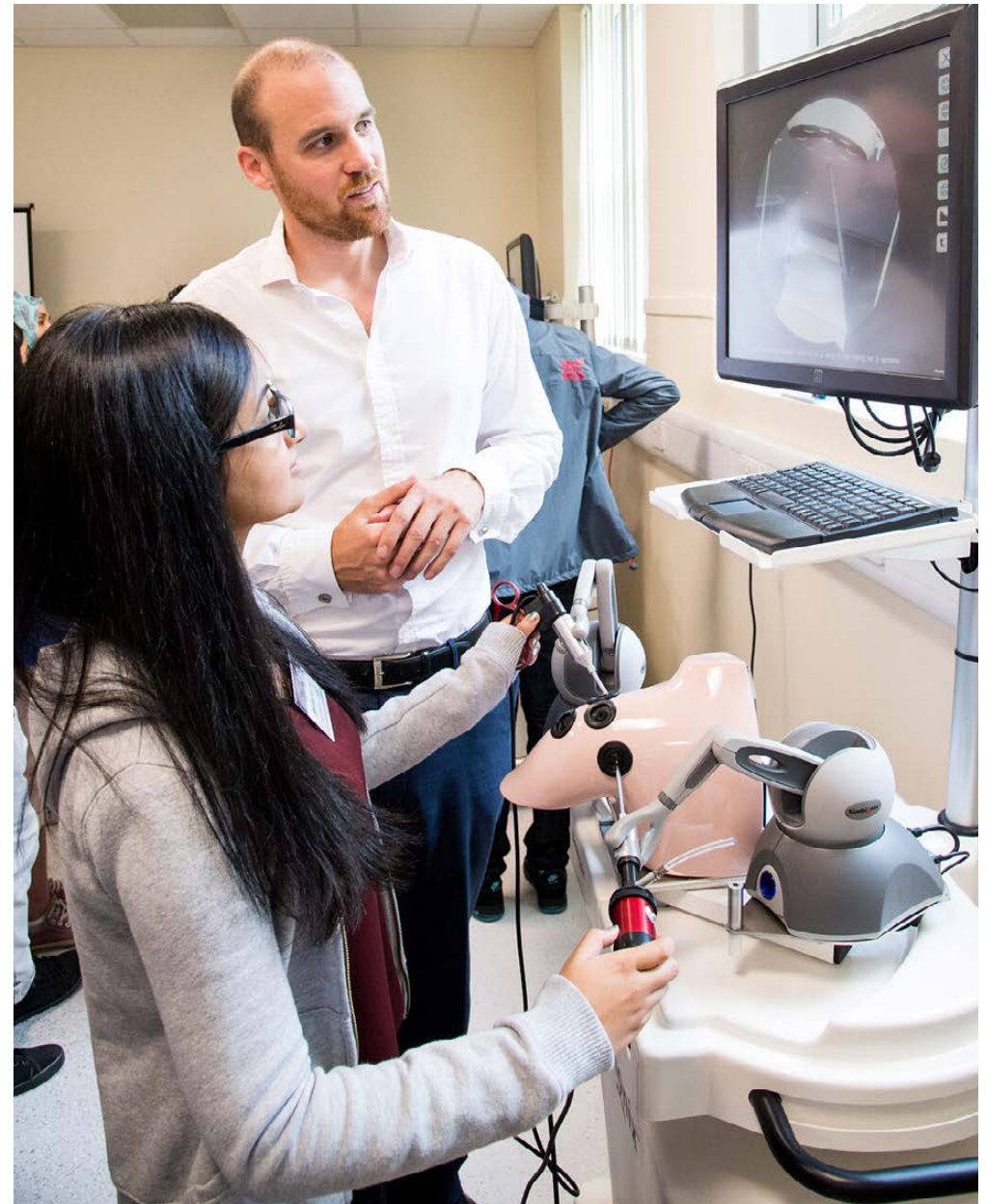
As the Associate Director of Alumni and Supporter Relations, you will be a member of the Advancement management team and be joining us at an incredibly exciting time. Working closely with colleagues across Advancement, you will play a pivotal role in the planning and delivering of UCL's next campaign through aligning alumni and volunteer engagement activities to support our philanthropic ambitions and developing metrics to measure our activity and ensure positive impact.



Key Criteria for Success

After 12 months in post, the successful candidate will have:

- Embedded the alumni engagement programme in line with the strategy and implementation plan.
- Successfully onboarded the 2 leads for Alumni & Supporter Relations (Regional) and Alumni & Supporter Relations (Programmes)
- Designed and trialled a strategy for working with faculties and developed a plan to scale-up and roll out the activity across the wider university.
- Worked closely with the Associate Director of Regular Giving to develop a plan to drive engagement towards giving. Ensure alignments in strategies here and across other Associate Directors.
- Implemented the new alumni website and brand with the Associate Director of Alumni and Campaign Engagement.
- Devised and set metrics for success for the team, and have a tactical plan to deliver against these.



Key Responsibilities

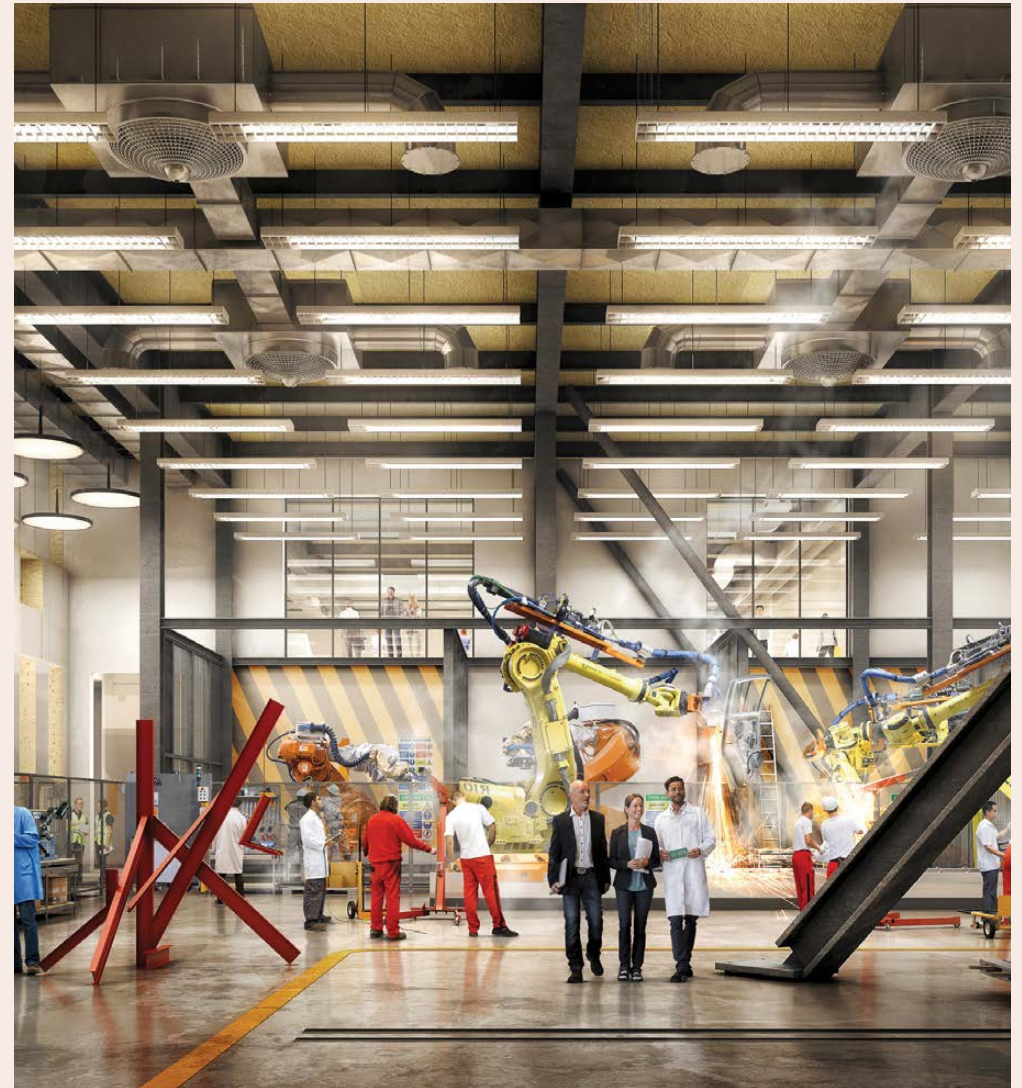
Strategy and planning

- Collaborate with key colleagues in Advancement and across the university to implement, socialise and continuously improve our broader alumni engagement programme, ensuring that our bespoke relationship management activity builds on and complements this activity.
- Develop, implement and continuously improve alumni engagement metrics and the management of alumni relationship pools, whilst also building an effective plan to improve the accuracy and integrity of our alumni data.
- Effectively influence to ensure alumni engagement features strongly and appropriately in the goals of our next fundraising and engagement campaign.
- Lead UCL's approach to identifying and building effective relationships with our most influential alumni and advocates.
- Work closely with fellow associate directors in Advancement to support the successful delivery of the emerging alumni and supporter experience strategy.

- Work closely with the fundraising teams to ensure our alumni engagement programme underpins our fundraising strategy, paying particular attention to regional, industry and age group priorities.
- Oversee the reimagining of UCL's alumni volunteering programme, including a strategic framework for UCL's regional alumni groups, clubs and networks.
- Contribute to the ongoing development and review of a vision/strategy for Advancement to enable the realisation of UCL's objectives.

Programme delivery

- Successfully and creatively manage and develop a portfolio of relationships with key alumni, to build affinity and support for UCL.
- Work collaboratively with other Vice Provost and President teams, and with UCL's academic leaders, to: i) identify opportunities and effectively engage alumni to grow their support for UCL, ii) ensure that relationships are managed according to best practice, iii) identify colleagues with networks of influence, and work closely with them to build our supporter pipeline.



- Represent UCL during visits to other regions, including travelling alone or with colleagues, including members of UCL's senior management team, including the President and Provost.
- Work closely with Advancement's Strategy and Operations team and with our fundraisers to underpin key fundraising efforts and highlight prospects, donors and supporters as appropriate.
- Keep fully apprised of UCL values and positions in areas of national and international importance, giving expert advice and guidance on matters of significant concern to the global alumni community.



Leadership and team management

- As a member of the Advancement management team, build positive relationships across and beyond the department, working collaboratively and fostering a culture of support and partnership.
- Lead, motivate and coach direct reports, and provide oversight of the wider team, ensuring your team perform at a consistent high level, to achieve their targets for delivery, in line with strategic direction.
- Manage and oversee the budget and ensure the effective deployment of resources against priorities.
- Offer proactive strategic and tactical advice to the Vice-President Advancement, Director of Alumni and Supporter Experience, Director of Development and other members of the UCL leadership team.

General

- As an active member of the Advancement team, some working outside of core hours may be required (e.g., at engagement events, for travel).
- Act as a champion of UCL's Ways of Working; role-modelling and promoting these behaviours as part of everyday practices in Advancement
- Champion UCL's equity, diversity and inclusion ethos in Advancement and across UCL
- Responsible for the people management, financial and operational planning activity of your team
- Actively engage in Advancement's culture of learning and development
- Carry out duties in a way that embodies UCL's environmental and social sustainability values, actively supporting UCL's Sustainability Strategy, policies and objectives within the remit of the role
- Maintain an awareness and observation of Fire and Health & Safety Regulations
- Other duties within the scope, spirit and purpose of the role and its grade may be requested by the line manager.
- This job description may be reviewed and be subject to amendment in consultation with the post holder.



Person Specification

Experience and knowledge

Essential

- Experience in leading an Alumni Relations or stakeholder engagement function in a leading global organisation.
- Track record of designing and delivering constituency engagement activity that has deepened relationships and stakeholder commitment to the organisation you've represented.
- Proven experience of working in a role with responsibility for relationship management and engaging a variety of audiences.
- Significant experience of international alumni or constituency engagement and the delivery of high-profile and complex events/programmes abroad.
- Experience leading and coaching high-performing and thriving teams, building cross-functional teams, and fostering collaboration.
- Track record of bringing cross functional teams together towards achieving strategic goals.
- Experience of managing high-profile and senior relationships with politicians, celebrities, High Net Worth Individuals, business people and similar.

Desirable

- Knowledge of fundraising and moving relationships towards providing philanthropic support.
- Experience of leading an alumni relations function in a leading global higher education institution.

Skills, abilities and attitudes

- A strategic and tactical operator who is able to work in the detail without losing sight of the bigger picture.
- An inspiring communicator, with excellent interpersonal skills and high-levels of diplomacy.
- High degree of self-drive and the ability to bring others along with you.
- Well-developed influencing skills and the ability to build and maintain effective working relationships at all levels.
- Ability to work effectively as part of a team, to partner our fundraising and alumni engagement activities. Work flexibly and creatively to achieve shared goals.
- Excellent organisational, time-management and project-management skills, including the ability to establish priorities and manage multiple activities to meet organisational priorities.
- Strong leadership skills and the ability to successfully motivate a team and develop the careers of others.
- Experience of working overseas and an enthusiasm to travel is essential.
- Clear commitment to leadership and people, setting a positive and emotionally intelligent example, celebrating success and recalibrating approaches when required.
- Pro-actively influencing people and ideas to arrive at outcomes that are beneficial to the organisation.
- Ensuring robust project/task review and demonstrate evidence-based action planning.
- Adaptable and resilient, with the ability to navigate and manage unforeseen challenges with diplomacy and pragmatism.
- Sophisticated cultural competency, with the ability to understand and appreciate different perspectives and find positive solutions to ensure continuity of progress.



Next steps

Terms

This is a Grade 9 role with a salary range of £65,698 - £71,357pa, with room for progression up to £81,976pa. To discuss salary parameters please call **Sonja Dunphy**, Managing Director at **Richmond Associates**.

UCL offers hybrid working where appropriate and the successful applicant may normally work remotely for 40-60% of the week if they wish.

The wider package includes:

- 41 Days holiday (27 days annual leave 8 bank holiday and 6 closure days)
- Additional 5 days' annual leave purchase scheme
- Defined benefit career average revalued earnings pension scheme (CARE)

Visit www.ucl.ac.uk/work-at-ucl/reward-and-benefits to find out more.

There has never been a more exciting time to join our team, where your skills and talents will contribute to a rapid growth in philanthropy and alumni engagement at UCL. We are a team of passionate individuals who work together to achieve remarkable things with a global impact, and we would love for you to be part of our journey and our success.

Our people are our greatest asset and we provide an empowering environment where your career development is invested in so that you can fulfil your potential. This begins with our award-winning onboarding programme, which will give you the knowledge you need to immerse yourself in your role and life at UCL, and continues throughout your career with us.

Equity, diversity, and inclusion are hugely important to us. We are committed to creating an environment in which everyone feels able to give their best and where their unique experiences, perspectives and skills are valued.

We also prioritise the work-life balance of our team members and offer agile working and flexibility around working hours. We are happy to receive part-time applications for all our job opportunities. For this role, we are looking for a minimum of 0.8 FTE in hours.

We're always on the lookout for talented people to join us and we appreciate transferable skills and experiences from sectors outside of Higher Education and advancement. We'll also support you to thrive in your new environment.

How to Apply

Applications should include:

1. A comprehensive curriculum vitae (up to 2 pages) giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter (up to 2 pages) that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your notice period and names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.
5. Completed equal opportunities monitoring form which you can obtain from the Richmond Associates team.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Sonja Dunphy, Managing Director at Richmond Associates.

First interviews with UCL will take place from w/c 7 October 2024.

Closing date for applications is 9am, Thursday

19 September 2024.

Please send your application to **Shanelle Chong**, Business Support Assistant

- ✉ info@richmond-associates.com (preferred)
- 📍 7-10 Adam Street, London WC2N 6AA, UK
- ☎ +44 (0) 20 3617 9240