JOB TITLE: ASIA & AUSTRALASIA ALUMNI ENGAGEMENT MANAGER

REPORTS TO: HEAD OF ALUMNI RELATIONS

Background

The Asia & Australasia Alumni Engagement Manager role sits within the External Engagement Team at Cambridge Judge Business School. Cambridge Judge is a highly-ranked business school with an aspiration to continue to grow in excellence across all programmes, centres, initiatives and research.

The External Engagement Team leads on the vision and delivery of programmes for alumni relations, fundraising and development (in concert and co-ordination with Cambridge University Development and Alumni Relations), stewardship, corporate relations management (China) relations and events. Each of these areas plays a part in the implementation of the External Engagement strategy.

External Engagement activities at the Cambridge Judge are aimed at enhancing the School's brand, generating general awareness and engaging a strong network of supportive alumni (9000 alumni of the School) to gain benefits for the wider Business School.

Cambridge Judge Business School believes in creating real-world impact and, with China at centre stage in the world economy now, the region is of strategic importance to the School. The Asia & Australasia Alumni and Engagement Manager works with School faculty, staff and the External Engagement Team to keep this vital community engaged.

The role

Connected in and extracting value out of a diverse and international community of circa 9,000 alumni with 135 nationalities represented, that is growing every year - managing and growing 48 alumni and special interest groups around the world with huge potential for further development and expansion to ensure global coverage.

We host and catalyse a series of global events and reunions that are organised throughout the year, including CJBS Connects: Worldwide - our flagship series of events during September. Organising and executing face-to-face meetings and engagement opportunities with a key geographic portfolio of alumni is essential for us.

The role exists to ensure students and alumni are well connected to and educated about the alumni network and that relationships with key alumni volunteers within their region of responsibility are maintained. It also exists to foster and facilitate mutual benefits into the School and back into the alumni community that help the School sustain and grow its reputation as a leading business school and strengthening the global Cambridge Judge Business School community of advocates and ambassadors.
Main responsibilities

Managing alumni groups in Asia and Australasia

- Acting as the main point of contact for all alumni groups within these regions.
- Organising and facilitating new groups, helping identify strategic areas for alumni engagement, maintaining support for existing groups. This includes visits to at least two groups a year to deepen relationships with key individuals as well as developing new relationships.

Support alumni groups in Asia and Australasia

- Helping set up a social media presence when required and maintaining engagement with group contacts and members through these channels.
- In collaboration with the Alumni Relations Coordinators, creating, maintaining and reviewing all group resources.

Volunteer management in Asia & Australasia

- Through relationship management and the local network, identifying and supporting all volunteers regardless of activity.
- Working closely with the Head of Alumni Relations and programme teams to enable good volunteer engagement, tracking and stewardship.
- Ensuring student engagement within the region is monitored and supported where appropriate.

Alumni relations communications in Asia & Australasia

- Disseminating regional activity via the website, social media and emails.
- Compiling all relevant copy, images and other information to create all communications conforming to style guide and compliance regulations.
- Liaising with the Head of Alumni Relations and the Data & Project Manager to ensure communications are timetabled in accordance with the wider alumni relations & external engagement communications plan.

Support international alumni activity in Asia & Australasia

- Liaising with the Head of Alumni Relations and faculty members to ensure their connection to local groups or alumni when travelling overseas.
- Ensuring content for publicity and marketing of activity is accurate.
- Gathering data on the local community and briefing the Head of Alumni Relations or faculty members prior to travelling on the nature of the activity as well as the relationships held with the local community.
- Ensuring that all travel plans are communicated appropriately to the local volunteers.
- Project managing the CJBS Connects: Worldwide activity within these regions.
- Ensuring that all strategic communities are engaged with the CJBS Connects programme.
Volunteer administration

- Proactively engaging with alumni in the relevant region to encourage volunteer participation.
- Recording activity in a Dynamics volunteer participation entity, ensuring up-to-date data for volunteers within the relevant region.
- Working with the Data & Project Manager and programme staff providing accurate data to the Working with Alumni Forum.
- Working closely with the Alumni Council members from the region, ensuring that they have all the necessary tools and information when representing the School to alumni and wider stakeholders.
- Attending one Alumni Council meeting per year, preparing the post-meeting synopsis, but also representing the relevant region in discussions and reporting on areas relevant to your role as required.

Alumni events

- Assisting in planning for all alumni events, including reunion, graduation, volunteer stewardship and CJBS Connects activity.

General alumni relations team support

- Assisting with day-to-day email and social media communications.
- Responding to all alumni enquiries that initiate within the relevant region, including confirmation of study requests, introductions to internal stakeholders, broker introductions between alumni and handle those originating from students.

China relations for the School

- Supporting the Director of External Engagement and the Dean of Cambridge Judge Business School to host VIP Asian contacts, including the China Advisory Council.
- Supporting the School’s effort to secure an Executive MBA in Shenzhen, as requested by the Dean.
- Continuing to develop the School’s official WeChat platform and supporting Executive MBA’s Chinese website to the benefit of Cambridge Judge by raising brand profile among other Chinese media platforms.
- Training related personnel across different School programmes to use this major social media platform in China; selecting School content across programmes for localisation.
- Working with Chinese Key Opinion Leaders (KOLs), third-party promotion services and marketing tools to maximise the outreach of WeChat social media for School promotion, optimising the effects of events held in China, and effectively managing the event outcomes and follow-up in China using WeChat platform.
The person

The ideal candidate should have the following qualities, skills and attributes. You are asked to provide a CV and a covering letter demonstrating how your own experience meets these requirements.

- MBA degree preferred.
- Fluent in Mandarin and English as working language.
- Thorough understanding of East and West cultural and business conduct differences.
- Cross-cultural, international work experience in different geographic locations, including China.
- On-the-ground insights, astute corporate and academic relationship management experience.
- An extensive network connecting business, academia, and governments in different countries.
- Leadership experience focused on education management and market development.
- Proven ability to successfully drive growth and change projects.
- Strategic planning and execution capabilities.
- Previous senior position in corporate relations and business development.
- High-level corporate relationship and PR skills.
- Project management skills.
- CRM database management experience.
- Public speaking.
- Digital marketing.
- International negotiation networking.
- Event planning. Business trips to host events outside UK.
- Occasional evenings and weekends (event-driven activities). Willingness and flexibility in working overtime and overseas travelling.

Benefits

This is a full-time position working 37 hours per week. The salary will be in the range £30,395-£39,609 per annum. There will be a nine-month probationary period. Holiday entitlement is 33 days per annum plus eight days of public holidays.

The full incremental salary range for the position is advertised in order to demonstrate the progression for the Grade. In the majority of cases appointments will be made at the Grade minimum; only in very specific exceptional circumstances can a higher salary be offered.

The University of Cambridge comprises more than 150 departments, faculties, schools and other institutions, plus a central administration and 31 independent and autonomous Colleges. It is one of the world’s oldest and most successful Universities, with an outstanding reputation for academic achievement and research.

With excellent benefits, extensive learning opportunities and a stimulating and attractive environment, the University of Cambridge is a great place to work. Our employees are eligible for a wide range of competitive benefits and services. We give them access to numerous discounts on shopping, health care,
financial services and public transport. We also offer tax-efficient bicycle and car lease schemes. Staff will automatically be enrolled to become a member of USS (Universities Superannuation Scheme) – a defined benefits pension scheme.

We have two nurseries and a holiday play scheme to help support those with childcare responsibilities and we offer various types of family-friendly leave to aid employees' work-life balance. In addition, we operate a number of initiatives to promote career development, health and well-being.

Further details can be found at www.admin.cam.ac.uk/offices/hr/staff/benefits. There is also a range of information about living and working in Cambridge at www.jobs.cam.ac.uk.

Application arrangements

To submit an application for this vacancy, please search for this position on the University's Job Opportunities website at www.jobs.cam.ac.uk and click on the "Apply online" button at the bottom of the relevant job description. This will route you to the University's Web Recruitment System, where you will need to register an account (if you have not already) and log in before completing the online application form.

The closing date for applications is 13 March 2019.

Applicants are required to provide details of two referees. These will not be contacted unless the applicant is shortlisted.

Equality of opportunity at the University

The University of Cambridge is committed to a proactive approach to equality, which supports and encourages all under-represented groups, promotes an inclusive culture and values diversity. Entry into employment with the University is determined by personal merit and by the application of criteria required for the post. No applicant for an appointment or member of staff will be treated less favourably than another on the grounds of sex (including gender reassignment), marital or parental status, race, ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.

The University has various diversity networks which help it to progress equality; these include the Women's Staff Network, the Disabled Staff Network, the Black and Minority Ethnic Staff Network and the Lesbian, Gay, Bisexual and Transgender Staff Network. In addition, the University was ranked in the top 100 employers for lesbian, gay and bisexual (LGB) staff in Stonewall’s Workplace Equality Index 2011.

Information if you have a disability

The University welcomes applications from individuals with disabilities and is committed to ensuring fair treatment throughout the recruitment process. Adjustments will be made, wherever reasonable to do so, to enable applicants to compete to the best of their ability and, if successful, to assist them during their employment.

We encourage applicants to declare their disabilities in order that any special arrangements, particularly for the selection process, can be accommodated. Applicants or employees can declare a disability at any time.
Applicants wishing to discuss any special arrangements connected with their disability can, at any point in the recruitment process, contact a member of Cambridge Judge Business School’s HR team who are responsible for recruitment to this position, on (01223) 339637 or by email on hr@jbs.cam.ac.uk. Alternatively, applicants can contact the HR Business Manager responsible for the department they are applying to via hrenquiries@admin.cam.ac.uk.