**Development and Alumni Relations Services Manager  
Salary – G8 (£44,414 - £52,841)**

**The Team**

The Development and Alumni Office (DAO) keeps graduates, friends and supporters connected and engaged to Heriot-Watt, building and strengthening our globally connected community and securing support to help the University achieve its strategic aims.

As an enabling professional service, we deliver against four key themes in support of the university strategic plan:

* **Building flourishing communities:** With a focus on engaging our students and staff to be proud advocates of the university.
* **Pioneering in Education:** Create opportunities to showcase our excellent teaching, student experience and engagement with industry.
* **Excellence in research and enterprise**: Ensure recognition for our work and maximising opportunities for collaboration with strategically aligned external stakeholders.
* **Global, connected university:** Creating enabling frameworks and tools to ensure effective collaboration and knowledge exchange across the university community of staff, students and partners*.*

We are a Global University with truly global reach and ambition.  In our communications, social, print and image media we celebrate our diversity and our strengths.

The Development & Alumni team has responsibility for connecting and engaging with graduates, friends and supporters in a multitude of ways, ensuring that our 152,000 strong alumni community are supported throughout their lives by the University and each other, generating income through philanthropic gifts and other support, supporting the work of schools and departments to add value, collaborating internally to seek out capitalise on opportunities, raising money to support access to education through scholarships, bursaries and other activity, and more. In addition to development activity supporting access to education, we also raise philanthropic funds to support the University’s extensive world class research.

This post is to lead the Development Services Team comprising the Database Research Officer, Database Research Assistant, Projects and Policies Co-ordinator, Market Intelligence Analyst, and Development Administrator.

**Job description**

The Development and Alumni Relations Services Manager bridges the gap between the two main functions of this department. The role holder will be responsible for overseeing how the University manages, stores, organises and accesses the information held on our alumni, supporters and donors. They will lead on devising and implementing a strategic approach to supporter and alumni data, whilst delivering outstanding service to key stakeholders across the university allowing access to our alumni community and high quality business intelligence with accurate reporting.

The Development and Alumni Services Manager will set the data strategy for DAO, defining the way our systems operate, are managed, indexed, updated, cleansed and archived, whilst ensuring that the service is aligned with the needs of DAO and the wider university strategy. Data systems and processes underpin our engagement with these groups and must be efficient and effective to ensure that we are able to meet the needs and expectations of these groups, whilst also unlocking the huge philanthropic income potential held by these key stakeholders.

The role focuses on managing and leading a creative and innovative team working to enable Development and Alumni Relations colleagues (as well as other internal colleagues) to build and maximise relationships and opportunities to grow income and engagement.

**Analysis and Reporting**

* Working together with senior management to develop and lead on the function’s strategy around data collection, storage and use of data, intelligence gathering and philanthropic income gift administration within the Development and Alumni Relations function.
* Identify trends and analyse large data sets. Interpret and present information for internal colleagues and external stakeholders.
* Build relationships and liaise with stakeholders to help them to better understand our audiences and use available data and systems to their full potential.
* Develop reporting to inform our decision-making within senior management and track progress towards meeting key university strategic goals.
* Oversee the maintenance of alumni, prospect and donor records. Ensure compliance with HMRC, HESA and the ICO regulations and provide submissions and reports where necessary.

**Planning & Organising**

* Plan and organise the work of the Development Services Team to ensure that we give the highest level of service to both internal colleagues and external stakeholders especially philanthropic donors to the university.
* Manage and oversee long term and complex projects designed to give improved insight to colleagues and external stakeholders as well as to ensure we comply with our responsibilities around information governance and reporting on our progress toward meeting shared objectives under the university’s strategy.

**Finance & Resource Management**

* Balancing the Development and Alumni Relations Services Team’s budget and resources against needs and future plans, developing far-reaching approaches to improve operational effectiveness
* Working with senior colleagues to plan and manage our strategic use of university and departmental systems to enable our work to be successful.
* Oversee the input and accuracy of the university’s philanthropic income. Be responsible for the reconciliation of the income to Finance systems and report and present where needed to the university’s endowment and risk and audit committees.
* Design and implement systems and metrics to inform prospect identification and alumni engagement tracking
* Manage the multiple integrated systems across our function. Oversee the import and export processes to ensure information flows to the correct place for its intended use.
* Manage workload and staff resource across the team to ensure we are offering a good service to colleagues. Work to ensure team members feel supported and capable of delivering high quality work.
* Implementation of new functionality into the database to facilitate the capture and retrieval of information for new initiatives and reporting on departmental Key Performance Indicators
* Ensuring Risk registers are completed and reviewed in line with university governance guidance. Enable business continuity of all DAO systems and workflows.

**Service, Networking and Liaison**

* Develop and lead a high performing service, which is easily available to colleagues across the university to access, and engage with the Heriot-Watt alumni community and other internal and external stakeholders.
* Lead a creative team that uses specialist skill and knowledge to bring innovative ideas and solutions to colleagues across the institution.
* Represent the function within various committees/groups across the university. These groups include data management, GDPR, CRM usage and collaboration to provide better business intelligence around our shared contacts.
* Long term planning and troubleshooting to spot gaps in our service or resources needed for planned objectives. Cultivate a team environment that lends itself to continuous experimentation to improve efficiency, streamline processes and automation of tasks. Oversee the documentation of key processes and ensure that they are followed.
* Liaise with key colleagues across schools and professional services to build trust, promote our work and offer them access to our services and expertise.
* Manage and deal with any complaints that arise (including GDPR, FOISA etc.). Liaise with the complainant, governance team and finance team in a tactful and sensitive manner.
* Managing the submission of full and accurate data for the HESA Graduate Outcomes Survey working closely with Careers and Registry. Ensuring we submit the fullest return in order to improve one the university’s key metrics in Strategy 2025 – graduate employability.
* Oversee the department’s submissions for external benchmarking schemes eg Ross CASE Survey, CASE Alumni Engagement Survey
* Maintain and acquire data through alumni surveys that provide qualitative and quantitative research to help understand the needs of our target demographic. Identify trends in our data that warrant further investigation and suggest improvements to strategy based on evidence.

**People Management**

* Pro-actively lead a diverse Development Services team of four to support and enhance the work of Development and Alumni Relations colleagues in order to increase Philanthropic income and drive forward alumni engagement.
* Oversee an effective training programme and offer expert knowledge of the CRM Raiser’s Edge. Monitor how others are using the system and provide feedback and guidance to support further learning and development
* Conduct regular staff review meetings and one to one meetings.

*Please note that this job description is not exhaustive, and the role holder may be required to undertake other relevant duties commensurate with the grading of the post. Activities may be subject to amendment over time as the role develops and/or priorities and requirements evolve.*

**Job Specification**

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|  | Essential | Desirable |
| Experience | * Line management and project management experience * Experience of CRM database management   (e.g. Raiser’s Edge, Donorflex, ThankQ)  Experience of working with Raisers Edge is essential   * Systems management and networking skills * Experience of producing analytical reports for a range of audiences to inform decision making and identify trends * Ability to analyse data and explain succinctly to colleagues. * Experience in using statistical techniques, data modelling and graphical representations. * Previous experiencing managing data security and workflow optimisation * Commercial awareness and business acumen in applying database analytical skills | * Previous experience of working in a fundraising or charitable organisation * Experience of working in a University environment * Experience working with Endowments and financial data, and reconciliation of donation processes |
| Skills & Abilities | * Strong communicator * Strong influencing skills * Excellent IT skills – full Microsoft suite to an advanced level – incl. Power Automate, Power Query, 365 Office, SharePoint Admin. * Strong analytical skills * Problem solving skills * Excellent attention to detail and numeracy skills, and ability to manage and prepare financial information and analysis. * Ability to delegate work to staff and to monitor and evaluate their performance * High computer literacy * Excellent self-management and ability to prioritise own workload and to organise and monitor the workload of others, reacting to busy and changing   circumstances | * Experience of developing dashboards and using Power BI |
| Knowledge/ Training | * Up to date knowledge of data protection law including the Data Protection Act and compliance reporting * Good understanding of Gift Aid regulations and procedures |  |