



AMCIS

Admissions, Marketing and Communications
in Independent Schools

RESOURCE:

Job Description – Foundation & Alumni Relations Officer

Department External Relations
Responsible to Foundation & Alumni Relations Manager

Role Overview

- Responsible for the routine administrative duties with the Foundation and Alumni Office
- Take lead responsibility for all of the Foundation and Alumni Office relationship development events
- Responsible for the implementation of the mass communications strategy as directed by the Foundation and Alumni Relations Manager

Key Responsibilities

Administration

- Responsible for answering phone calls, e-mails, dealing with post, stationery maintenance, assisting visitors and organising tours of the school
- Ensure that the Foundation and Alumni Relations Manager is notified of any key visitors or communications

Relationship Development

- Responsible for the planning and execution of a rolling event programme. This includes but is not limited to planning of venues, liaison with suppliers or school staff, guest lists, promotional activities, response collation, staffing on the day and follow up work
- Responsible for the promotion and development of the networking groups
- Provide support to any person organising development linked activities, be it a volunteer or member of teaching staff
- With the agreement of the Foundation and Alumni Relations Manager, be responsible for researching and developing ideas for communications with different target audiences
- Responsible for encouraging and developing relationships with all key groups, pupils, staff and parents
- Responsible for annual mailings to all new parents and leavers' parents
- Responsible for the organisation and distribution of Christmas cards to all donors
- Responsible for the Birthday card system
- Co-ordinate all Foundation and Alumni Office invitations to Commemoration and the Carol Service

Communications

- Responsible for the Foundation and Alumni's twice-yearly newsletter, including sourcing stories and photographs, writing features, liaising with designers and printers. Approval by the Head and the Foundation and Alumni Relations Manager should be sought before proceeding to print
- Manage all Foundation and Alumni mailings including the extraction of data from the database
- Responsible for maintaining the Foundation website
- Responsible for updating the Lost List on a regular basis

Database

- Ensure accurate record keeping and that any new information received is entered in a timely fashion including removal of obsolete data
- Update Raiser's Edge with changes of address and other details generated by mailings or from other sources
- On an annual basis, ensure all school leavers are added to the database

General

- Proactively manage own workload in agreement with the Foundation and Alumni Relations Manager. Liaise with the Foundation and Alumni Relations Manager on a regular basis as to work undertaken
- Work effectively with all other departments
- Ensure that all duties are carried out in accordance with THE SCHOOL'S Equal Opportunities policy and that any information learnt through working in the Foundation and Alumni office is treated with the strictest confidence
- When required, work with other members of the Foundation and Alumni Office team on events and activities. This may involve unsociable hours for which time will be given off in lieu
- Carry out any other duties appropriate to the position

Other Requirements

- Satisfactorily meeting the school's employment checks – Disclosure and Barring Service (DBS) check, references, qualifications and legal entitlement to work in the UK

DISCLAIMER

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