

Job Description and Person Specification

Job Title	Event & Alumni Engagement Manager
Salary	£30,000 - £35,000 including London Weighting Allowance (depending on experience & Role Evaluation)
Responsible to	Director of Philanthropy
Key Contacts and Relationships	<p>UWC Atlantic College Principal, Vice-Principal, Governors, Development and External Relations Team, Director of Facilities and Operations, Management Group, Associate Director of Communications, Clerk to the Governors, all colleagues, suppliers, contractors and alumni</p> <p>UWC International Office Development Team, Head of Communications, Events Manager, Head of Finance, Head of Development Committee</p>

Vision, Mission and Vales

All employees are expected to acknowledge, support, commit to and comply with the UWC Vision, Mission and Values as declared on our [website](#)

Job Purpose

- To support the planning, design and delivery of a program of events to cultivate relationships and improve revenues from key stakeholder audiences
- To ensure the programme is responsive to the fundraising ambitions of UWC Atlantic College
- To lead on the delivery of events for our high-profile stakeholders and VIPs, such as the Global Ambassadors group and an Engagement programme of opportunities for our Alumni

Key Accountabilities

1. **Develop and deliver an events & engagement programme aligned to strategic objectives and priorities for the Major & Principal Gifts Program:**
 - 1.1 Work with the Director of Philanthropy to design, develop and deliver an events and engagement programme for alumni to an agreed set of objectives, including target audience and business outcomes
 - 1.2 Manage and deliver a wide range of Major and Principal events, including but not limited to guided tours, dinners, receptions, VIP visits, talks and private views, debates, with responsibility for the full event cycle whilst adhering to UWC AC's health & safety and sustainability policies, and legal requirements:
 - Agree event purpose and ROI, agreeing target audiences and guest lists
 - Lead on the production of event pre and post communications and marketing materials including invitations, covering letters, event brochures, promotional materials
 - Lead on all logistical elements of event planning and delivery including liaising with internal and external suppliers and contractors, operations, event volunteers and stakeholders
 - Ensure post-event evaluations are conducted in a timely manner to effectively measure return on investment, donor engagement and organisational learning
 - 1.3 Manage and deliver an Engagement programme for our Alumni, including but not limited to college buddy program, mentorship programme, internship register, visitor lectures series, alumni in residence program, etc. with responsibility for the full program cycle whilst adhering to UWC AC's health and safety and sustainability policies, and legal requirements
 - 1.4 Facilitate cross-organisational communication to inform internal stakeholders of the events programme, ensuring all relevant teams are updated and able to provide support where required, as well as establish any synergies that can be leveraged to strengthen both Development and other UWC AC events
 - 1.5 Cultivate and foster collaborative working relationships across UWC AC and the UWC movement including experts, teachers, national committees, events and commercial team, etc.
 - 1.6 Work closely with colleagues from the Development Team to deliver a programme high standard of events for external stakeholders, including dignitaries, ambassadors, and other VIPs visiting the College
 - 1.7 Research potential new areas and ideas for events to maximise engagement opportunities for the Development Team
2. **Budget Management**
 - 2.1 Manage event budgets in collaboration with the Director of Philanthropy and UWC's Finance team
 - 2.2 Ensure expenditure against budget provision is properly tracked and forecasted

2.3	Review monthly management accounts and provide monthly updates to the Director of Philanthropy as required to reflect variances
2.4	Ensure all financial elements of the event are managed effectively including financial administration, forecast versus actual spend, raising invoices and receipting in purchase orders
3.	Marketing & Brand
3.1	Ensure all pre and post event communications, content and literature are aligned with UWC AC's messaging and brand and serves to deliver against the Major and Principal's objectives, working closely with the Associate Director of Marketing and Communication
3.2	Where relevant, ensure events use appropriate digital platforms to engage target audiences, including the UWC AC website and social media platforms
4.	Database
4.1	Work with the Operations Manager to ensure event activities are recorded accurately in Raisers Edge
4.2	Ensure all work is accurate, conforms to data integrity standards and complies with GDPR
4.3	Work with the Operations Manager to develop reports to drive efficiencies in event planning and data capture post-event
4.4	Work with the Director of Philanthropy to establish KPIs for events through accurate reporting to monitor return on investment, serving to inform future donor strategies
5.	Other
5.1	Continuously develop and improve the events programme to keep UWC AC in line with fundraising and membership competitors as well as with the wider event industry, including trends in technology, catering and theming
5.2	Provide administrative support to the Director of Philanthropy as required
5.3	This position will require visits to UWC AC (located in Wales), travel to offsite venues in the UK and sometimes internationally. Events are often held in the evening and at weekends and this is a requirement of the role
6.	Any other duties as required
	<ul style="list-style-type: none"> Note: The job description is subject to periodic review and it is expected that the post-holder will contribute towards the development of the role as the needs of the Development Team and UWC AC evolve

**PLEASE NOTE THAT THE HIGHLIGHTED SECTIONS MUST BE ADDRESSED
ON THE APPLICATION FORM. PLEASE DETAIL HOW YOU MEET THE
PARTICULAR CRITERION BY PROVIDING EVIDENCE AS DETAILED ON THE
APPLICATION FORM**

Person Specification Event & Alumni Engagement Manager					
	Criterion	Essential or Desirable (E / D)	How Assessed		
			Application Form	Interview	Assessment Centre
Qualifications	1. Minimum Undergraduate degree or equivalent experience in a relevant field	E	•		
Experience	2. Events experience gained within a high-profile organisation encompassing detailed logistical planning for complex events for 100+ guests	E	•	•	
	3. Experience of developing a full events programme from conception to successful conclusion, and evaluation	E	•		
	4. An awareness of project planning techniques and the ability to prioritise a diverse workload	E	•		
	5. Knowledge and experience of fundraising events and fundraising disciplines including corporate, major giving, individual giving, membership, trusts, and legacies	E		•	
	6. Experience of working in a boarding environment	D	•		
	7. Experience of delivering excellent customer care for VIPs, high net worth individuals, supporters and donors	E	•		
	8. Experience of developing and managing positive working relationships at all levels, including a strong ability to negotiate and influence senior management as well as Trustees	E	•		
	9. Experience of using sophisticated fundraising databases or equivalent to manage customer records or event data	E	•		
	10. Experience of managing staff and/or volunteers to deliver outstanding inspirational events	E	•		
	11. Setting, managing and monitoring expenditure and income budgets including accurate financial reporting	E	•		
	12. Marketing and/or promotional experience	D	•		

Skills and Knowledge	13. Detailed working knowledge of Microsoft and Google Suite	E	•		
	14. An active interest and engagement with the wider event industry, including knowledge of trends in event technology, promotion, catering and theming	E	•		
	15. Project management skills or certificate	D		•	
	16. Appreciation for and understanding of UWC Atlantic College and UWC ideals and ethos with the ability to successfully articulate these to a range of audiences	E	•		
	17. Formal Risk Assessment and Health & Safety qualifications such as IOSH and/or NEBOSH	D	•		
	18. Exceptional interpersonal and communication skills, verbal and written	E		•	
	19. Highly organised, able to multitask and manage conflicting priorities	E		•	
Personal attributes	20. Excellent attention to detail	E		•	
	21. Ability to work calmly under pressure and to high standards, with excellent administration skills	E		•	
	22. Inventiveness and adaptability to solve problems as they occur, particularly when the event is live.	E	•	•	
	23. High degree of personal initiative with an enthusiastic and positive approach	E		•	
	24. Able to work as a motivational team player	E		•	
	25. Adaptable and willing to make changes to develop the success of events	E		•	
	26. High energy levels and drive, with a resilient attitude during periods of back-to-back event delivery	E		•	
	27. Confident and mature approach with strong diplomatic skills	E	•	•	
	28. Flexible approach and a willingness to work long, irregular and unsocial hours	E		•	
	29. Commitment to the promotion of equality and diversity, and operating in a safe and healthy requirement	E		•	
	30. Commitment to continuous personal improvement	E	•		
	31. Commitment to the safeguarding of children and young adults	E	•		

BENEFITS

Place of Employment

International Office, London

Hours of employment

35 Hours per week

Salary

£30,000 - £35,000 (dependent on experience and subject to Job Evaluation)

Pension Scheme

Option to join a contributory Pension Scheme.

Annual leave

25 days and UWC Atlantic College Christmas break and 8 Public Holidays.

Contract

During the first 6 - 12 months, the successful candidate will be expected to establish themselves in the role and develop a portfolio of events and engagement opportunities for alumni that will support the Major Donor cultivation strategies. After this period, KPI's will be established with SMART objectives and the postholder will be expected to meet or exceed these targets.

Learning and Development

UWC Atlantic College is committed to developing its people and our employees have access to a range of training and development to enable them to perform their duties effectively. Development plans and options are discussed in personal performance reviews.

St Donat's Art Centre

Employees receive a 25% discount on any event taking place at the Arts Centre.

College Events

Employees are invited to attend a College BBQ at the end of the Summer Term and a Christmas Party in early December.

Death in Service Benefit

If an employee died in service, their estate would receive a payment equivalent to 3 times their annual salary.