

Retentions/Alumni Relations Manager

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The main objective of the Retentions/Alumni Relations manager is to establish, implement and maintain the Group's strategy for fostering excellent alumni relations and ongoing relationship between the Group and their students, graduates, friends, and donors in order to maximise alumni and donor interest in the institution both locally and internationally.

ROLES AND RESPONSIBILITIES:

- Develop and implement a student retention strategy to increase student satisfaction and retention while ensuring strong fee collection.
- Provide an effective personalised and individual support service to existing students.
- Identify student concerns and provide solutions to mitigate repeat queries.
- Identify potential blockers for learners, and proactively seek to provide solutions to enable progression.
- Support seamless onboarding of new students while ensuring they meet all the entry requirements as set out by the DHE.
- Facilitate ongoing student feedback and sentiment through analysing surveys and creating reports.
- Turn existing time-consuming processes into sustainable and scalable automated tasks when possible.
- To be responsible for developing and implementing the institution's Alumni Relations strategy.
- To determine the Alumni relations strategic direction and to provide leadership, motivation, support in order to maintain the quality of the institution's output and for the objectives to be achieved.
- Establish and maintain relationships with alumni and other relevant stakeholders.
- To regularly communicate to the institution's management on matters relating to alumni events and activities
- Develop strong student, alumni, staff and other volunteer networks to support strategies for alumni relations activities and to participate in fundraising activities.
- Prepare a budget for alumni events and submit to the Line Manager for approval.
- To determine the Alumni Relation's strategic direction and to provide leadership, motivation and support in order to maintain a strong and productive relationship with the alumni.
- Prepare reports relating to alumni statistics and event participation as and when required.
- Maintain clear and accessible profiles of alumni.
- Ensure that the Student and Alumni records on database are accurate and up to date.
- Keep the Alumni community aware of the institution's developments and fundraising drive.

- Communicate with the alumni community through newsletters, events, web pages and social media platforms.
- Build strategic partnerships with companies, scholarship providers, bursary providers, institutions and job-readiness programmes to ensure alumni access opportunities of employment and financial aid.
- Monitor and report regularly on the success of the alumni through various engagement programmes.
- Conduct presentations to students' alumni, alumni chapters to enhance the cultivation of an awareness, understanding and appreciation of a life-long relationship with Richfield and AAA School of Advertising.
- Promote the alumni connect platform.
- Identify opportunities to promote the institution's image and positioning amongst alumni.
- Develop alumni marketing campaigns with aim of recruiting and staying connected to alumni.
- Managing the procedure, implementation, tracking and measurement of marketing campaigns and online events.
- Work within a budget and report any overspend.
- Collect and use data to inform new campaigns and the evaluation of existing campaigns.
- Develop strategies and objectives, and also a communications plan, with regards to international alumni advancement in future when we have a regional and global footprint
- Provide support and advise the Deans, Heads of Departments and other faculty staff with regards to alumni related interventions e.g., Functions and events
- Work collaboratively with the Group Marketing manager to profile our alumni who are having impact in business, government and society.
- Work collaboratively with the group career services office to promote career opportunities for our alumni and for successful internship – work integrated learning experiences for our exit level students.
- Approach alumni for our distinguished guest speaker series and as contributors to our master work readiness pods.

Skills:

- Demonstrably strong writing, planning and organizing skills
- IT skills, preferably with experience working with a customer relationship management system and/or online communication system.
- Demonstrable database management skills
- Sound data analysis and report writing ability
- Strong interpersonal skills, together with the ability to work collaboratively
- Demonstrable networking skills that will be used to connect with Richfield and AAA Alumni who have lost touch with the organisations.
- Computer skills (MS Word; PowerPoint; Excel; Outlook; Internet; LinkedIn; Facebook; Twitter, etc.)
- Strong project management skills

- Fluency in both written and spoken English

Competencies

- Highly organized individual with sound administrative competencies
- Capacity to meet tight deadlines
- Technology-savvy
- Understanding of the Higher Education Sector in South Africa
- Target driven
- Innovative and creative
- Confident public speaker
- High level of motivation and commitment to excellence
- Must be a self-starter and take initiative
- Ability to organise and complete multiple tasks simultaneously with close attention to detail
- Strong leadership skills, with the ability to be persuasive and influential
- Flexibility and initiative
- Be able to work independently, and simultaneously thrive in a team environment to achieve institutional goals
- Ability to work in a high performing environment

Requirements:

- A relevant Bachelor's degree qualification in Marketing, Communication, Public Relations or related field.
- Experience in Alumni Relations and/or Public Relations
- Practical knowledge of the data protection Act
- 4 -5 years' experience