

# POSITION DESCRIPTION



## Alumni Engagement Manager



### POSITION DETAILS

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|-----------------|--|
| Position Title  | Alumni Engagement Manager                                      |
| Classification  | HEW 7  |
| Position Number | 7010752  |
| School/Office   | Alumni & Employer Collaboration                                |
| Division        | Deputy Vice-Chancellor, Western Sydney and External Engagement |

### POSITION PURPOSE

The Alumni Engagement Manager (Early Alumni 0-5 years) is responsible for developing and delivering engagement initiatives that strengthen Western Sydney University's connection with graduates in the first five years after completing their studies. The role focuses on supporting early-career alumni through targeted programs, events, communications, and digital engagement opportunities that support transition into graduate employability and foster lifelong connections with the University.

### KEY ACCOUNTABILITIES

#### 1. Planning & Program Development

- Provide high-level advice and support on the development and implementation of the Alumni Engagement Strategy, including services and programs that meet the needs of University alumni for the 0-5 years alumni cohort
- Produce, plan, and oversee various alumni programs and activities that help mobilise the alumni community and encourage lifelong engagement in support of the University's mission.
- Support the University-wide alumni engagement plans, creating linkages between campus-wide opportunities and University alumni.
- Participate in program and technical reviews of alumni platforms and programs to offer strategic advice, provide feedback, and suggest improvements as needed.
- Analyse data and trends to identify opportunities for improvement and innovation in alumni programs and offerings.

#### 2. Event Management

- Develop innovative event concepts that foster alumni engagement and create and

manage relevant event timelines, ensuring all milestones are met and events run smoothly.

- Coordinate with internal and external stakeholders to ensure seamless event execution and oversee all the event details, including logistics, staffing, budgeting, vendor management, venue selection, catering, communication, and post-event evaluation.
- Manage event promotion and communication plans to maximise attendance and engagement, ensuring alignment with the institution's branding and messaging standards.
- Evaluate the success of events through feedback and metrics, providing reports and recommendations for future improvements

### **3. Stakeholder Management & Customer Experience**

- Cultivate and maintain effective relationships with alumni, understanding their needs and interests at different stages to tailor engagement efforts effectively.
- Provide high-level client services to the alumni community, segmenting and coordinating the engagement of key alumni cohorts locally and internationally.
- Serve as one of the primary points of contact for alumni while effectively addressing alumni inquiries and disseminating information with a focus on fostering a sense of community.

### **4. Communications & Marketing**

- Contribute to the development and execution of communications to keep alumni informed and engaged through various channels, including EDMs, social media, and the alumni website.
- Work closely with the corporate communications team to create, draft, and generate content for all written communications across both print and digital, ensuring consistent and compelling messaging that aligns with the institution's branding and messaging standards.
- Oversee the creation of content, accompanying visuals, and scheduling posts on alumni social media channels and generate new segments to enhance engagement and community building.
- Coordinate and filter alumni-targeted EDMs sent by all internal stakeholders and advise on alumni lists and segmentation based on specific initiatives, optimising the reach and impact of communications.
- Develop individual marketing and promotions plans and work with internal stakeholders to promote distinct alumni programs and events and increase participation and reach.
- Work closely with the University media and social teams to incorporate alumni activities and increase alumni visibility and engagement to the wider community.

### **5. Business Management & Reporting**

- Provide advice, support, and generate proposals for new ideas for alumni relations activities to the Director, Alumni & Employer Collaboration.
- Utilise data and analytics to generate high-level reports and presentations on alumni engagement metrics and outcomes, measuring the impact, results, and effectiveness of alumni programs and initiatives.
- Provide guidance and strategic alumni-targeted insights and data to aid internal stakeholders in making informed decisions and crafting effective strategies and plans.

### **6. Collaboration**

- Collaborate with internal stakeholders to integrate alumni engagement across the University and support the delivery of projects, events and initiatives requiring alumni

- participation, including alumni prospecting for guest speaking opportunities,
- Coordinate with the University functions of Communications, Marketing and Events, Student Engagement, Advancement, Careers, and ITDS, ensuring support is provided to meet alumni programming needs as and when required.
- Build and maintain relationships with external consultants, vendors and industry partners to support the implementation of alumni communications, programs and events.
- Leverage internal and external networks to assist in improving knowledge of best practice alumni engagement throughout the University.
- Undertake other duties in alignment with the responsibilities of the role as directed

## QUALIFICATIONS, EXPERIENCE AND SKILLS

1. A degree qualification with extensive relevant work experience or an equivalent combination of extensive relevant experience and/or education/training.
2. Proven experience in the provision of exceptional client services through contemporary relationship management, ensuring a high degree of confidentiality and professionalism.
3. Demonstrated analytical, research, and problem-solving skills, along with experience developing innovative approaches that lead to improved outcomes in stakeholder engagement programs.
4. Highly developed interpersonal and oral communication skills, including the ability to liaise with management, staff and external agencies and establish effective professional relationships with people at all levels and from diverse backgrounds.
5. Highly developed written communication skills, including experience in preparing materials for print and electronic purposes, including developing and maintaining online and social media capabilities and communications.
6. High level proficiency in the use of customer relationship management databases such as Raiser's Edge, and experience in utilising data to inform decision making and drive stakeholder engagement outcomes.
7. Demonstrated experience and proven organisational, planning, project and event management skills with the ability to complete duties accurately and within deadlines.

## KEY RELATIONSHIPS

- **This position reports to:** Director of Alumni & Employer Collaboration
- **This position supervises:** Nil
- **Key internal relationships:**
  - Colleagues within the Alumni & Employer Collaboration Team
  - The Division of Deputy Vice Chancellor, Western Sydney and External Engagement
  - Other university Faculties/Divisions
- **Key external relationships:**
  - Graduates/Alumni
  - Industry Partners
  - Systems Vendors

## CHALLENGES

- Balancing multiple priorities while maintaining strong and productive relationships with alumni, internal stakeholders, and external partners.
- Ensuring activities and communications comply with University policies and procedures within a complex organisational environment.
- Engaging early-career alumni who have limited time and varying levels of connection to the

University.

- Maintaining accurate alumni data and contact information to support targeted engagement and communication.
- Coordinating engagement activities across multiple Faculties, divisions, and stakeholders with competing priorities.
- Demonstrating measurable impact and outcomes from alumni engagement initiatives.

## UNIVERSITY EXPECTATIONS

The University expects that all employees are aware of, and comply with legislation and Western's policies and procedures relevant to the position, including but not limited to:

- Code of Conduct
- Work Health and Safety and Wellbeing Management System
- Enterprise Agreement or Award
- Anti-discrimination principles, Equal Employment Opportunity and staff and student equity.

**Approved by:** Lead P&C Business Partner

**Date:** 13/03/2026