

JOB DESCRIPTION

1. JOB DETAILS:	
Position Title:	Alumni Engagement Officer
Reports to:	Head of Department
Department:	The Career Centre
Location:	Abu Dhabi, UAE
Grade:	6
Prepared / Revised on:	February 2025

2. JOB PURPOSE / ROLE:
<p>Reporting to the Head of The Career Centre, the Alumni Engagement Officer is responsible for fostering meaningful connections between SUAD alumni and the University. This role focuses on developing engagement initiatives, enhancing alumni communication, and creating opportunities for alumni to stay involved. The Officer leads the design and execution of alumni outreach programmes, digital content, alumni success stories, marketing materials, and engagement events to strengthen alumni relations and ensure continued involvement with the University. Additionally, the role leverages alumni for brand and reputation building, ensuring that alumni success stories and professional achievements contribute to enhancing the University's visibility and prestige.</p>

3. JOB DIMENSIONS		
Number of Staff Supervised:	Direct Reports:	0
	Total:	0

Key Priority	Key Activities
<ul style="list-style-type: none"> Alumni Engagement & Relationship Management 	<ul style="list-style-type: none"> Establish and maintain strong relationships with alumni through ongoing communication, outreach initiatives, and engagement programmes. Create opportunities for alumni to connect with each other, participate in university activities, and contribute to the alumni community. Oversee an alumni benefits and services programme to enhance engagement and support lifelong connections with SUAD.
<ul style="list-style-type: none"> Alumni Communication & Marketing 	<ul style="list-style-type: none"> Manage and create content for SUAD's alumni communication channels, including email, LinkedIn, and Instagram. Highlight alumni achievements and success stories through feature articles, interviews, and video content. Work closely with the Corporate Communications Department to design and develop marketing materials, leaflets, and promotional content for alumni initiatives. Ensure that alumni are informed about campus resources, events, and career development opportunities. Develop an annual communication plan to maintain regular engagement with alumni through emails, social media, and digital content.

JOB DESCRIPTION

<ul style="list-style-type: none"> Alumni Events & Networking Initiatives 	<ul style="list-style-type: none"> Plan, organise, and manage alumni networking events, reunions, professional development sessions, and speaker series. Develop a strategy to increase alumni participation in university-led events and initiatives. Work closely with employers and industry leaders to facilitate alumni engagement in career and networking opportunities.
<ul style="list-style-type: none"> Alumni Mentoring & Career Support 	<ul style="list-style-type: none"> Coordinate alumni involvement in career talks, guest speaker sessions, and mentoring opportunities. Promote alumni participation in career development workshops, networking events, and professional growth initiatives. Manage an alumni mentoring programme that connects alumni with current students and fellow graduates.
<ul style="list-style-type: none"> Alumni Database and Employment Reporting 	<ul style="list-style-type: none"> Collect, analyse, and report on alumni career outcomes (employment status, further studies, industry trends) in compliance with CAA and MoHESR. Maintain and update a comprehensive alumni database, ensuring accurate tracking of employment and career growth. Develop and implement an action plan to track alumni engagement, enabling the structured collection of data on engagement levels, event participation, and interactions.
<ul style="list-style-type: none"> Graduate Destination Survey 	<ul style="list-style-type: none"> Conduct the annual graduate's destination survey Analyse alumni raw data, produce a statistical report and issue an annual findings' report with numbers, recommendations and action plan.
<ul style="list-style-type: none"> University Collaboration 	<ul style="list-style-type: none"> Work collaboratively with Admissions, Student Affairs, Academic Departments, and the Student Council to integrate alumni into university events (Orientation, Open Days, Graduation, etc.). Serve as the primary liaison for alumni-related collaborations and initiatives across SUAD. Support the Quality Assurance Section with the reaccreditation of academic programmes whenever alumni involvement is needed, including gathering alumni feedback, testimonials, and participation in review panels
<ul style="list-style-type: none"> Alumni Council of Trustees 	<ul style="list-style-type: none"> Organise and manage the Alumni Council of Trustees elections every two years (election agenda, election guidelines, voting platform, etc.) Coordinate with the Alumni Council of Trustees to implement alumni programmes and activities

5. QUALIFICATIONS, EXPERIENCE, & SKILLS:

Minimum Qualifications:

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field.
- Significant experience in alumni relations, stakeholder engagement, public relations, or programme management.

Minimum Experience:

- Minimum of three to five years relevant experience in public relations (in particular alumni relations management), strategy, project management, and/or fundraising with demonstrable success of organising high-quality events and managing communications within a wider strategic framework
- Knowledge and experience of the Higher Education sector
- Gulf region experience required: demonstrating an understanding of the culture and local work structure

JOB DESCRIPTION

Job-Specific Skills:

- Strong communication and storytelling skills for alumni success stories.
- Experience in social media management and digital marketing for alumni outreach.
- Video editing and content creation skills to produce engaging digital content.
- Graphic design and artwork creation skills for alumni marketing materials and newsletters.
- Event planning and coordination skills to manage engagement activities.
- Database management experience for tracking alumni participation.
- Ability to build and maintain relationships with alumni and stakeholders.
- Excellent project management and organisational skills.
- Languages: Full Proficiency in English. Arabic and/or French is a plus.

Additional requirements:

- Strong analytical, IT and administrative skills including experience in database manipulation.
- This is not a typical 8-4 role. There may be occasional events outside of regular hours that require attendance, typically by prior arrangement, for which time off in lieu can be taken.
- Liaising with counterparts at peer institutions to ensure that the SUAD's alumni relations programme follows best practice.