



Position Details

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| Business Entity | Kaplan Business School | Department | Student Experience |
| Job Title | Alumni Manager | Location | Adelaide, Brisbane, Melbourne, Sydney |
| Reports To | GM, Student Experience | Direct Reports | Nil |

Overall Purpose

The Alumni Manager is responsible for the ongoing development of Kaplan Business School's revamped Alumni program. This role is responsible for driving, developing and implementing the Alumni engagement strategy, as well as the supervision and evaluation of the Alumni program. The role will be focused on engaging graduated students, fostering ongoing participation through a variety of mechanisms and capturing the key successes of KBS Alumni.

Key Responsibilities

Alumni Development

- Drive, develop and manage a comprehensive Alumni program that is aligned to the KBS strategic plan.
- Collaborate closely with the Student Experience, Careers, Student Recruitment & Marketing teams to fully engage all existing and future Alumni members.
- Work collaboratively with internal stakeholders to design and implement strategies that maximize the engagement of our KBS Alumni network.
- Manage the data analysis and tracking of all Alumni information, including but not limited to contact info, work history and global locations.

Stakeholder Engagement

- Connect and maintain relationships with Alumni across multiple industries and locations.
- Build strong relationships and connections with key stakeholders across Kaplan Business School, including Student Experience, Student Recruitment & Marketing, National Operations and the Academic function.
- Manage key external stakeholder relationships including corporate, government and NGO
- Develop connections and synergies across the Kaplan businesses, including Kaplan Professional, Kaplan International English and our Pathway Colleges.

Event Management

- Plan, organise and execute multiple Alumni focused events across Australia working in closely with the careers and student experience teams.
- Responsible for the identification and booking of venues across multiple states, sourcing guest and key note speakers and reporting on attendance and engagement.
- Lead the planning, implementation and delivery of the KBS Graduation ceremonies across the 4 campuses.

Student Recruitment & Marketing

- Responsible for designing and implementing Alumni marketing strategies utilizing multiple digital channels.
- Create a communication plan to stay in touch with all KBS Alumni.
- Support the promotion of the KBS brand to employers, industry partners and local communities.
- Proactively identify Alumni for testimonials and feedback, leveraging success stories and sharing marketing collateral from both current students and Alumni.

Contribute to a supportive, positive and safe workplace

- Comply with all KBS and Graham Holdings policies and procedures.
- Ensure the workplace is safe and without risks to health.
- Be a productive member of the team by displaying the Company values in your day to day role.

Qualifications and Skills

Essential:

- Undergraduate degree in business or a related field.
- Strong stakeholder engagement skills, proven relationship builder and networker.
- Experience in event management, marketing or a related field.
- Expertise in autonomously driving and implementing plans and programs.
- Strong administration skills with meticulous attention to detail.
- Professional communication abilities, both oral and written.
- Team-work oriented, flexibility, and enthusiasm for change.
- Willingness and ability to travel domestically.
- Ability to manage a budget.

Desired:

- Experience working with people who are not fluent in English.
- Experience in administration/supervision/coordination of an educational or related setting.