Job Title: International Alumni & Engagement Officer

Unit/School: MCSR

Grade: 6 A/B

HERA: MCSR46

Core purpose of role

The International Alumni & Engagement Officer will be responsible for developing and delivering Cardiff Metropolitan University's international alumni engagement strategy, building meaningful and lifelong relationships with graduates across key international markets.
Working closely with colleagues across International Student Recruitment, Marketing, Academic Schools, Careers and Employability, and other University departments, the post holder will create opportunities for international alumni to contribute to the University's strategic objectives through student recruitment, brand advocacy, employability initiatives, industry engagement, mentoring, and partnership development.
The role will lead the development of international alumni networks and ambassador programmes, fostering an engaged global community that enhances the University's reputation, supports student success, strengthens graduate outcomes, and contributes to Cardiff Met's international recruitment and global engagement ambitions.

Key responsibilities and contributions

- Develop and implement an international alumni and engagement strategy aligned to the University's international recruitment, student experience, employability and global engagement objectives.

- Build, maintain and strengthen relationships with international alumni, creating opportunities for meaningful engagement with the University throughout their professional careers.

- Establish and support international alumni networks, chapters and ambassador programmes across priority recruitment and partnership markets.

- Identify, recruit and coordinate alumni ambassadors to support student recruitment activities, including exhibitions, webinars, conversion events, school visits, student panels and digital campaigns.

- Work collaboratively with Regional Managers, International Recruitment Officers and academic schools to maximise alumni engagement opportunities that support recruitment, conversion and market development objectives.

- Develop and deliver targeted communications and engagement campaigns for international alumni through a range of channels, including email marketing, social media, alumni platforms and other digital engagement tools.

- Source, develop and manage alumni success stories, profiles, testimonials and case studies to support marketing, recruitment and brand awareness activities.

- Coordinate and deliver international alumni events, networking opportunities and engagement activities, both virtually and in-country, often in conjunction with recruitment visits and regional activity.

- Facilitate alumni involvement in mentoring, employability, guest lectures, industry engagement and student support initiatives that enhance the student and graduate experience.

- Maintain accurate alumni records and engagement data within relevant CRM systems, ensuring compliance with GDPR, data protection legislation and University policies.

- Monitor, evaluate and report on alumni engagement activity, providing insight and recommendations to support continuous improvement and strategic planning.

- Represent Cardiff Metropolitan University professionally with alumni, partners and external stakeholders, helping to strengthen the University's global profile and reputation.

Person specification

Essential qualifications / Professional memberships

- Educated to degree level or equivalent relevant experience.

Essential experience, knowledge and skills

1. Experience of developing and maintaining productive relationships with a diverse range of stakeholders.

2. Experience of planning, coordinating and delivering events, projects, campaigns or engagement activities.

3. Excellent written communication skills, including experience of creating content for a variety of audiences and communication channels.

4. Excellent interpersonal and presentation skills, with the ability to communicate effectively with individuals from different cultural and professional backgrounds.

5. Experience of using CRM systems, databases or stakeholder management systems to manage contacts, communications and engagement activities.

6. Strong organisational and project management skills, with the ability to manage competing priorities and meet deadlines.

7. Experience of monitoring activity, analysing performance data and producing reports to inform decision-making.

8. Ability to work independently, use initiative and identify opportunities to enhance stakeholder engagement.

9. Strong attention to detail and commitment to maintaining accurate records and data.

10. Good digital literacy, including experience of Microsoft Office applications, online communication platforms and social media tools.

11. Understanding of data protection requirements and the importance of handling personal information appropriately and securely.

12. A commitment to delivering excellent customer service and creating positive stakeholder experiences.

Desirable

1. Experience of alumni relations, stakeholder engagement, recruitment, marketing, communications or external relations within a higher education environment.

2. Knowledge of international student recruitment and an understanding of how alumni engagement can support recruitment, employability, partnership development and institutional reputation.

3. Ability to speak Welsh.

Welsh skill requirements

Welsh is essential to our students and staff and is a key part of our provision and services. For every position at Cardiff Met, proficiency in Welsh language is either essential or desirable. You can find information about the levels by viewing our booklet: Welsh language skills levels. If a skill is listed as essential in the table below, please ensure you demonstrate this in your online application form.

Language level and general descriptor	Listening	Reading	Speaking	Writing
A1 – Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh.				
A2 - Basic user Can deal with simple, straightforward information and communicate in basic Welsh.	Desirable	Desirable	Desirable	Desirable
B1 - Intermediate user Can communicate, to a limited level, in Welsh about things that are familiar and/or work related.				
B2 - Upper intermediate user Can express myself in Welsh on a range of topics and understand most of a conversation with a native speaker.				
C1 - Fluent user Can communicate fluently in Welsh.				
C2 - Master user Can communicate fluently on complex and specialist matters in Welsh.				

Disclosure & Barring Service requirements

This post does not require a DBS check.

Supporting information

The University is a dynamic organisation and changes may be required from time to time. This job description and person specification is not intended to be exhaustive.

The University is committed to the highest ethical and professional standards of conduct. Therefore, all employees are expected to have due regard for the impact of their personal behaviour and conduct on the University, students, colleagues, business stakeholders and our community. Each employee must demonstrate adherence to our Code of Professional Conduct. In addition, all employees should have particular regard for their responsibilities under Cardiff Metropolitan University's policies and procedures.