



## **CRANFIELD UNIVERSITY**

### **ALUMNI ADVOCATES**

#### **JOB DESCRIPTION**

##### **Background**

As a specialist postgraduate university, Cranfield's world-class expertise, large-scale facilities and unrivalled industry partnerships are creating leaders in technology and management globally. One of the University's key strengths is its influential alumni network who fully exemplify the extent to which success can be achieved from studying at Cranfield University. Our alumni are the University's best ambassadors and can help us in continuing to recruit the world's top talent across technology and management.

##### **The Role**

We will be recruiting a number of Alumni Advocates across the world. They will be appointed by the Alumni Relations and Development Office and International Office. The appointment is normally for a two-year commitment but the Advocates may be invited to serve for a longer period.

The Alumni Advocates are selected based on current and previous involvement with and support for the University, understanding of Cranfield University and the ability to commit time and expertise in a volunteer capacity.

Responsibilities of Alumni Advocates are to:

- Talking with prospective students to the University and answer questions pertaining to your experience at Cranfield University, what it is like moving abroad, and your career since leaving Cranfield.
- Liaise with local International Alumni Communities to ensure you are updated with their activities and participate where possible.
- Attend the bi-annual training and international alumni volunteer networking events.
- Assist the International Office with activities to increase and support student recruitment. This may include:
  - Attending student recruitment fairs locally to speak with prospective students
  - Responding to questions from prospective students, both online and over the phone who have questions about your experience at the University and your career since completion.

- Providing testimonial content for collateral such as the University prospectus and publishing on the University's social media platforms, for example taking over the University's social media accounts to show 'a day in the life of...'
- Being a key contact for the University's student recruitment programmes to answer questions from prospective students.