



CRANFIELD SCHOOL OF MANAGEMENT

ALUMNI VICE PRESIDENTS

ROLE DESCRIPTION

Background

Cranfield School of Management seeks to build lifelong relationships with its alumni by offering programmes and services that support and are of interest to alumni throughout the course of their lives. Activities to engage with alumni are designed and directed by the Alumni Relations and Development Office with support and input from alumni volunteers. Alumni input and guidance is essential in order to create programmes and activities that are relevant and interesting to the broadest number of alumni across all regions of the world.

The support and involvement of alumni across all areas is vital to Cranfield's ability to remain a leader in management teaching and research in the years ahead. Alumni are often the most effective advocates and ambassadors for the School and play a central role in areas such as rankings, marketing and student recruitment, careers programmes, business development and philanthropy.

The Role

The Vice Presidents are appointed by the Pro-Vice-Chancellor and Dean of the School, in collaboration with the Director of Alumni Relations and Development and the School of Management Alumni President. The appointment is normally for a three-year term, but the Alumni Vice Presidents may be invited to serve for a second term. The Vice Presidents would automatically retire after six years, unless by exception they were invited to serve up to one additional term. The Alumni Vice Presidents are also a member of the School's Alumni Engagement Committee.

The School of Management Alumni Vice Presidents are selected based on current and previous involvement with and support for the School, understanding of alumni relations and development activities and the ability to commit time and expertise in a volunteer capacity.

Responsibilities of the SOM Alumni Vice Presidents are to:

- Build relationships and engagement within the School of Management Year Representatives, specifically focusing on those in the last five years to support rankings activity.



- Provide external support and guidance to the Alumni Relations and Development team as requested on all issues relating to alumni relations and fundraising activity.
- Assist the Alumni Relations and Development Office with activities to increase engagement and support from alumni. This may include:
 - Participating in key alumni events such as the School of Management Awards and annual reunion.
 - Providing content for alumni communications such as e-newsletters and for posting on alumni social media groups.
 - Meeting with alumni groups both within the UK and internationally.
 - Assisting with activities to increase engagement and support among year groups, working closely with Year Representatives.
 - Working with the Alumni Relations and Development team to build engagement among recent graduates to encourage participation in the rankings surveys.
 - Supporting the student experience, by speaking at student events, serving as a mentor or in other ways as appropriate.
 - Supporting the School philanthropically and assisting with fundraising activity as appropriate.