

Job Description

Alumni Engagement Manager

Effective Date:	2026-27 (Revised Annually)
Responsible to:	Director of Communications
Supervisory Responsible:	TBC
Working Hours:	7.15 am to 3:00 pm. There is an expectation to attend team/school meetings; these will not exceed 20 hours per academic year. In addition to this, all employees should attend whole school staff meetings every term. You will not be paid extra for attending meetings listed above as this time has been included in your remuneration.
Annual Leave:	8 weeks holiday per annum to be taken as agreed in advance with your Line Manager. Annual leave approval will be based on the needs of the school and its operations. Annual leave is to be taken as follows: during Winter Break when the school site is closed and the remaining holiday must be taken during the official school holidays, however cannot be taken during summer INSET or one week prior to the summer INSET week for the new staff induction week (approximately mid-August depending on the academic calendar). For this role, there is also a requirement to be available during specific school holidays to manage alumni events or year-end giving campaigns when required.

Main Purpose of the Job

The Alumni Engagement Manager is responsible for leading the school's fundraising initiatives and alumni relations programmes to support the long-term growth and sustainability of the British School Muscat (BSM) and British School Salalah (BSS).

Reporting to the Director of Communications, this role focuses on building lasting relationships with the alumni community, managing philanthropic giving, and securing external investment. The post holder will foster a culture of giving and engagement that enhances the school's facilities, bursary programmes, and educational innovation.

Duties and Responsibilities

Fundraising & Philanthropy

- Develop and implement a comprehensive fundraising strategy in alignment with the school's strategic goals and vision.
- Establish effective policies, processes and practices for monitoring, projecting and guiding everything related to the school's development efforts, while also maintaining active, productive relationships with donors to deepen their engagement and financial support;

- Identify, cultivate, and steward relationships with potential donors, including parents, alumni, corporate partners, and charitable foundations.
- Manage annual giving campaigns, capital appeals, and legacy giving programmes.
- Draft high-quality funding proposals, grant applications, and impact reports for stakeholders.
- Developing and managing an annual budget for fundraising.
- Ensure all fundraising activities comply with relevant data protection (GDPR), ethical standards, and school policies.

Scholarship Programme

- Conduct a feasibility study to determine the initial funding requirements for a sustainable scholarship program.
- Draft the foundational "Scholarship Charter," outlining selection criteria (means-tested vs. merit-based), tenure of support, and the terms under which a scholarship may be maintained or revoked.
- Financial Structuring: Work with the Director of Finance to establish restricted fund accounts, ensuring a clear distinction between "Immediate Impact" funds (to be spent that year) and "Endowment" funds (to be invested for the future).
- Legal & Ethical Compliance: Establish robust safeguarding and data privacy protocols specifically for scholarship applicants, ensuring that sensitive financial disclosure data is handled with extreme confidentiality.

Alumni Relations

- Lead the development of a global alumni network to foster lifelong connections between the school and its former students and staff.
- Manage and update the alumni database, ensuring accurate records and segmenting data for targeted engagement.
- Create and curate dedicated content for alumni, including regular newsletters and social media updates.
- Organise and promote all onsite and offsite alumni events, reunions, and networking opportunities, both locally and internationally.
- Develop a mentorship programme connecting current students with alumni for career guidance and inspiration.

Communication & Marketing Support

- Collaborate with the Director of Communications to ensure all development messaging aligns with the school's brand and tone of voice.
- Produce compelling "Case for Support" materials, brochures, and digital content to promote development initiatives.
- Manage the "Support Us" and "Alumni" sections of the school website and relevant internal digital platforms.

Database & Data Management

- Oversee the Development/CRM database to track interactions, donations, and engagement metrics.
- Provide regular reports on fundraising progress, alumni engagement levels, and campaign ROI to the Director of Communications and Senior Leadership.
- Ensure the highest standards of data integrity and confidentiality regarding donor and alumni information.

Professional Development

- To undertake appropriate CPD and training in connection with these responsibilities and personal career prospects.

Other:

- To have professional regard for the ethos, policies and practices of the school and maintain high standards in your own attendance and punctuality.
- To uphold the code of Professional Conduct in your contract, demonstrating integrity and confidentiality at all times relating to school matters.
- Act in accordance with the professional duties and responsibilities outlined in the contract, staff handbook, job description and performance review.

Note

This job description reflects the present requirements of the post. As duties and responsibilities change and develop, the job description will be reviewed and be subject to amendment in consultation with the post holder.

BSM is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. Appointments are subject to satisfactory references and DBS/Police Safeguarding clearance.

Signature of Post Holder: _____ Date: _____

Person Specification

1. Education & Qualifications

Requirement	Essential (E) / Desirable(D)
Degree in Business, Marketing, Communications, or a related field.	E
Professional qualification in fundraising (e.g., CIOF) or alumni relations.	D

2. Knowledge & Experience

Requirement	Essential (E) / Desirable (D)
Proven experience in a fundraising, development, or alumni relations role.	E
Experience in the education or not-for-profit sector (specifically international schools).	D
Proven track record of securing donations or managing successful campaigns.	E
Experience in CRM/database management (e.g., Raiser’s Edge, ToucanTech).	E
Experience in event management and relationship cultivation.	E

3. Skills & Abilities

Requirement	Essential (E) / Desirable (D)
Exceptional written and verbal communication skills in British English.	E
Strong "storytelling" ability to create compelling cases for support.	E
Excellent interpersonal skills with the ability to network and build rapport.	E
Strong financial literacy and ability to manage budgets and reporting.	E
Ability to handle highly confidential and sensitive information with discretion.	E

4. Personal Attributes

Requirement	Essential (E) / Desirable (D)
A proactive, persuasive, and results-oriented mindset.	E
Ability to work collaboratively and positively as part of a diverse, multicultural team.	E
Flexibility and resilience to support events or campaigns outside of standard hours.	E
Professionalism and a positive, solution-focused approach to all duties.	E

Signature of Post Holder: _____ **Date:** _____

Signature of Line Manager: _____ **Date:** _____