

Job Description

Alumni Manager

A unique opportunity to positively impact local communities across New Zealand. We're looking for a results-driven Alumni Relations Manager with excellent interpersonal skills to actively grow and engage with alumni members.

Reporting to the Chief Executive, the successful candidate will play a key role in developing and marketing initiatives to promote and foster high quality, lifelong relationships between RBSA and its alumni. In addition, they will help to manage:

- alumni volunteers (ambassadors)
- alumni communications, and
- other strategic alumni engagement initiatives in support of RBSA's ambitious alumni engagement and philanthropic ambitions.

SALARY EXPECTATION

The role is part-time for 15-20 hours per week and remuneration will be circa \$30-42,000 pro rata per annum.

ABOUT REBEL BUSINESS SCHOOL AOTEAROA

Rebel Business School Aotearoa Ltd is a respected social impact business focused on activities and projects that lead to the development of small business that enhance the local communities in which they start. Rebel Business School Aotearoa runs FREE 10-day Business Courses covering 20 workshops to give business owners the necessary skills, knowledge and capability to get their business off the ground quickly and to do that for free.

Rebel Business School Aotearoa also provides ongoing support through a graduate Alumni programme. Currently there are just over 1,200 graduates within the Alumni programme that provides connection both nationally and locally across Aotearoa. With support from local Alumni Ambassadors RBSA connects Alumni to the local start-up ecosystem. Additionally, we look to provide access to tools, additional workshops, webinars and processes for the Alumni.

We recognise and value the diversity of business owners and the richness and diversity of their ideas; and strive to lead individual and community growth through the development of more sustainable businesses within Aotearoa.

Current funding is provided through organisations such as:

- Ministry of Social Development and Te Puni Kōkiri
- WellingtonNZ (Wellingtons Regional Economic Development Agency)
- Auckland Unlimited (Auckland City Council & Economic Development Agency)
- City Councils (Porirua, Whanganui, Tairāwhiti Gisborne, Upper Hutt are examples)

For more information on our values and the work of our organisation, please see our website:

www.rebelbusinessschool.nz

KEY RESPONSIBILITIES

Reporting to the Chief Executive (Chief Kiwi) the successful candidate will fulfil the following roles.

Liaison with the RBSA Leadership team

- Draw on the expertise of other members of RBSA’s Leadership Team to support alumni projects and initiatives to drive alumni engagement.
- Manage the onboarding process for new RBSA Alumni and ambassadors to ensure they have access to the tools (e.g., Changing Room, Business Park, etc.).
- Nurture and manage the relationships with the RBSA Alumni members to optimise collaboration and help ensure alignment of RBSA’s growth priorities.
- Serve as a representative of RBSA and ensure alignment between various alumni engagement initiatives are well coordinated and maximised for impact.
- Collaboration with other RBSA leaders will be vital to support this role delivery. Examples are: marketing, social media, new RBSA courses, Finance, projects, sales and data management.

Marketing and Communications

- Develop (draft copy, build campaigns and segmentation in Zoho Campaigns) and manage email marketing campaigns for alumni including but not limited to:
 - regular webinars and affiliate programmes
 - information pertaining to business tactics and strategies
 - peer-to-peer advising/mentoring
 - alumni surveys
 - general emails about alumni services/programmes.
- Drive the Alumni Relations overall digital marketing strategy.
- Develop marketing communications that drive participation in alumni business learning programmes and other alumni engagement initiatives.
- Develop content for bi-monthly alumni ambassadors e-newsletter featuring important strategic messages that RBSA wishes to convey to the ambassador community, highlight best practices and recognise achievements of ambassadors.
- Serve as project lead on Alumni Relations communications projects such as drafting messages to recognise alumni success stories, invitations for ambassador appreciation events, welcome messages to new alumni and other communications-related projects that support alumni engagement.
- Look to build on the data currently available through RBSA Longitudinal Studies to suggest changes that:
 - Will enhance alumni engagement
 - Propose new sustainable business practices
 - Look at new avenues to connect alumni to the local small business sector; and
 - Reflect to RBSA funding partners the effort RBSA make to transform lives and communities through small business

PERSON SPECIFICATION

Experience working across different disciplines. You will also need to demonstrate:

Work Experience:

- 3 to 5 years of experience preferably within alumni relations/development or similar (community or volunteer management)
- Staff Management experience.
- Ability to work independently, handle multiple assignments, organise workflow, and meet deadlines.

- Demonstrate a proficiency in building relationships
- Ability to work collaboratively within a team environment.
- Budgetary management experience

Technical Competencies:

- Excellent command of English (oral and written); English native speaker is preferred
- Excellent cross-cultural communication skills
- Proficient in email marketing tools such as MailChimp, Zoho Campaigns, Eventbrite, etc.
- Comfortable with database management and the use of CRM tools and open to learn new software tools.
- Proficient in MS Office (Word / Excel / etc), Zoom, Google Meet, MS Teams etc.
- Able to manage and report on the financials related to the alumni programme

Behavioural Competencies:

- Relate well and understand the needs of Alumni, RBSA senior leaders and funding partners
- Manage multiple tasks in a fast-paced environment, prioritise work for self and ambassadors, work independently as well as within a team
- Proactively develop and manage relationships with key team members and funding partners
- Able to set priorities; deal with difficult situations and/or individuals while maintaining composure
- Is a team player; able to work independently and in small teams; make oral presentations at Senior Leadership meetings, and to prospective members during RBSA courses and report against progress of the alumni programme and growth expectations
- Strong leadership skills
- Excellent organisational and written communication skills; interpersonal, analytical, reasoning and problem-solving skills
- Commitment to and an understanding of the principles of the Te Tiriti O Waitangi (Treaty of Waitangi) and bi-culturalism; and to the multi-cultural richness that is Aotearoa; and a commitment to upholding these in your daily work.

WORKING STYLE SOUGHT:

- We're a high energy, friendly and passionate bunch. We work hard as we believe in the value of our contribution towards small business owners making a positive difference to individuals and communities across Aotearoa.
- You'll need to be a self-starter to fit in. You'll be able to work independently, as well as be a team player. You'll have an opportunity to input outside of your role in team meetings. Your skills and activity will be highly valued by the rest of the team.
- Rebel Business School Aotearoa Ltd has a small team, so in times of peak workload, we take a team approach to achieving goals, which can require flexibility and – within reason - stepping outside of the job description.
- As a team member, you will have the opportunity to be involved with the Rebel Business School and learn more about the business start-up culture; and to be alongside graduates (our Alumni) as they grow their businesses. The business skills and knowledge gained from this engagement provides a valuable addition for business skills and development.

The successful candidate will be asked to provide evidence of their right to live and work in New Zealand.

BENEFITS:

A unique opportunity to positively impact the lives and communities of Aotearoa through the development of small business. Working in a supportive environment with a team who are committed and passionate about what they do and the difference they make to New Zealand's diverse



communities. You will have the flexibility to work from home as well as in the office. We are located in Johnsonville, a suburb of Wellington City.

How to Apply

If this sounds like the right job for you then please email a current CV with a cover letter addressed to Tony Henderson-Newport, Chief Kiwi, Rebel Business School Aotearoa Ltd, tonyhn@rebelbusinessschool.nz, outlining your experience against the core competencies in the job description and tell us why you would want to work with Rebel Business School Aotearoa.

The closing date for this role is Sunday 21 August 2022. Shortlisting and initial interviews for successful candidates will occur week commencing 22 August 2022.