

JD Manager / Senior Manager – Alumni Engagement & Outreach

Role Overview: The Manager of Alumni Engagement & Outreach is responsible for the health, vibrancy, and participation levels of our global alumni ecosystem. This role focuses on moving alumni from passive observers to active contributors. You will be the primary architect of the volunteer network, managing regional chapters, batch representatives, and large-scale engagement initiatives that foster a lifelong connection with the Institute. This is an Individual Contribution role and not a Team management role.

Location: Based in Delhi (Shared services resource with frequent travel to Kolkata and Bhubaneswar)

Reports to: Head of Alumni Relations

Key Responsibilities:

- **Strategic Engagement Framework:** Design and execute a multi-tier engagement strategy that caters to diverse alumni segments (by batch, geography, and industry), ensuring there is a value proposition for every stage of an alum's career.
- **Volunteer & Chapter Leadership:** Build, train, and manage a robust network of Alumni Volunteers (City Leads, Batch Reps). Act as the primary liaison for the Alumni Association to strengthen regional chapters.
- **Omni-channel Communication:** Orchestrate a comprehensive communication calendar across Email, LinkedIn, WhatsApp, and CRM platforms to maintain a consistent institutional voice.
- **Event Strategy & Participation:** Curate, Drive attendance and meaningful participation for flagship events, including reunions, global summits, and local chapter meets, working in tandem.
- **The Engagement Funnel:** Monitor and optimize the "Engagement Journey"—moving alumni from initial contact (reach) to active participation and eventual repeat engagement/mentorship.
- **Cross-Functional Collaboration:** Align with the Director's Office, Placements, and Faculty to ensure alumni participation supports the Institute's broader academic and professional goals.

Required Experience & Skills:

- **Professional Experience:** Around 10 years of experience in Alumni Relations, Community Management, High-Stakes Public Relations or Corporate Communications. Proven track record of working with **senior stakeholders**
- **Event Portfolio:** Proven track record of managing large-scale outreach campaigns and high-attendance events.
- **Tech Savvy:** Expert-level understanding of CRM segmentation, email marketing automation, and social media community management.
- **Leadership:** Experience managing volunteer boards or decentralized teams is highly preferred.

Education

- **Qualification: Preferred** Post-Graduate Degree (MBA, Master’s in PR, Communications, or Social Work). An advanced degree is highly desirable as it helps the manager relate to the academic journey of the alumni they serve.

Professional Certifications (Added Advantage)

While not mandatory, candidates possessing the following will be given preference:

- **Certified Fund-Raising Executive (CFRE)** or similar certifications in Advancement/Philanthropy.
- **Digital Marketing/CRM Certifications** (e.g., Salesforce, HubSpot, or Google Analytics) to manage the engagement funnel effectively.
- **Project Management Professional (PMP)** or similar, for managing large-scale reunions and multi-stakeholder initiatives.

KPI	Definition	Frequency	Measurable Goal
Alumni Engagement Rate	% of unique alumni participating in at least one activity/program per year.	Annual	25%–30%
Active Volunteer Base	Number of alumni holding formal roles (Chapter Leads, Batch Reps) who are active.	Quarterly	25%–30% of leaders
Mentorship Participation	Alumni engaged in formal student or peer-to-peer mentorship programs.	Semesterly	150+ active mentors
Email/Communication Open Rate	Average open rate across all digital campaigns sent to valid email addresses.	Monthly	35%–45%
Repeat Engagement Rate	% of alumni attending/participating in ≥ 2 activities per year.	Annual	20%

Interested candidates are invited to submit their application along with a detailed resume at staff.recruitment@imi.edu

Last date of application :- 10th May 2026