



# Job Description:

## Chair: National Alumni Network

### Role Purpose

To, through the vehicle of the Alumni Network, oversee, implement and support the activities to Retain, Reconnect, Rekindle and enable Re-engage with former Scout members who cherish their Scouting journey, embrace the values of Scouting and who wish to support our efforts towards giving 1 million young people the Scouting experience.

### Functions / Key Performance Areas

1. Implement the Alumni Network Implementation Plan to realise SSA Manco's vision for the Alumni Network.
2. Work with the Manco to review the Alumni Network Implementation Plan and progress made every 6 months.
3. Establish and maintain a contact database for Alumni.
4. Develop and implement a "Retain" campaign with the National Marketing committee.
5. Reconnect with ex-members to sign-up for the Alumni.
6. "Rekindle" with Alumni through regular communications with Alumni members in consultation with the National Marketing committee.
7. Support the Adult Resources team to "Re-engage" with Alumni based on the alumni's expressed needs. Work with Regional Commissioners to invite Alumni to regional events.
8. Promote and Co-ordinate the organising of Alumni Network events, Nationally and Regionally in partnership with exciting Scouting events, in order to attract, motivate, engage and retain Alumni.
9. Prepare and support the fundraising for an annual budget for Alumni activities within SSA.
10. Report on Alumni Network plans and activities.
11. In consultation with the National Marketing committee, and as appropriate to the scale of the alumni network, recruit and develop a team, from within the Alumni Network, to support the ongoing growth and sustainability of the Alumni Network
12. Have a meeting with the Chair: National Marketing Committee to discuss, at least annually, the challenges and successes of the Alumni Network.

### Accountability & Reporting Structure

Report to:

Chair: National Marketing Committee

Peers:

SSA National Marketing Committee



be prepared....

Supports:

CEO

Public Relations (PR) Manager

### **Delegated Power**

1. Recommendation of ad-hoc resources from the Alumni database for use in the organisation.
2. Acceptance of Applications for Alumni Membership.
3. Any other power or authorities assigned by the Chair: National Marketing Committee.
4. Acceptance of Applications for Alumni Membership.

### **Period of Warrant**

3 Years renewable for 2 years. Thereafter the Warrant cannot be renewed for the role.

### **Appointment Procedure**

Process as described in the Adult Support policy.

### **Other Agreed Tasks**

As agreed with the direct report, the candidate will also be responsible for:



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