

Job Description

Manager – Alumni Relations

Location: Corporate Office, Jaipuria Institute of Management

Reports to: V.P. – Admission & Placement

Employment Type: Full-time

Position Summary

The Manager – Alumni Relations will lead and coordinate all alumni relation initiatives across all campuses of Jaipuria Institute of Management's multiple campuses (Lucknow, Noida, Jaipur, Indore). The role involves strategic planning, community engagement, event coordination, and communication management to strengthen alumni relationships and promote long-term engagement with Alumni. The individual will also play a key role in enhancing the institute's brand visibility through alumni success stories and strategic public relations.

Key Responsibilities

Alumni Engagement & Relationship Management

- Develop and implement a centralized alumni engagement strategy across all campuses.
- Act as the primary liaison between the institution and its alumni community.
- Maintain and regularly update a comprehensive alumni database.
- Coordinate with campus-level alumni committees to streamline communication and activities.
- Foster meaningful relationships with alumni to support institutional objectives (mentoring, placements, guest lectures, fundraising, etc.).
- Organize and manage pan-Jaipuria alumni meets, chapter events, virtual engagements, and reunions.

Communication & Public Relations

- Curate and disseminate regular newsletters, alumni spotlights, and success stories through digital and print media.
- Work with the Marketing/Branding team to amplify alumni achievements via social media, website, and press releases.
- Develop alumni-related content for institute brochures, magazines, and digital campaigns.
- Serve as a brand ambassador of the alumni community and the institute in public forums and industry events.

Strategic Collaboration & Fundraising

- Collaborate with academic and placement departments to involve alumni in institutional development.
- Build strategic partnerships with high-profile alumni for guest speaking engagements, industry tie-ups, or mentorship programs.
- Initiate and support alumni-led fundraising, scholarship, or CSR initiatives.

Data Analytics & Reporting

- Maintain the database of alumni and keep this updated on real time basis
- Analyze engagement metrics and prepare periodic reports for the senior leadership.
- Provide insights to improve alumni participation, loyalty, and contribution.

Key Skills & Competencies

- Excellent communication and interpersonal skills.
- Strong relationship-building and networking abilities.
- Strategic thinking and project management skills.
- Proficiency in digital communications, and MS Office Suite.
- Ability to work across teams and campuses with cultural sensitivity.

Qualifications & Experience

- Master's degree in Public Relations, Mass Communication, Management, or a related field.
- 8–15 years of experience in alumni relations, corporate communications, or stakeholder engagement, preferably in an academic or nonprofit setting.
- Prior experience working in multi-campus institutions or organizations will be a strong advantage.

Travel Requirements

Occasional travel to various Jaipuria campuses and regional alumni chapters/events across India.