



PELSUNG

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Associate Director | Alumni Engagement and Outreach

The Associate Director, Engagement is responsible for Pelsung's external visibility, institutional narrative, alumni engagement, and convening strategy. The role ensures that Pelsung remains visible, credible, and connected to its community of Pelsups, partners, institutions, and the wider public. It integrates communications, alumni systems, events, and outreach into a single engagement function that supports Pelsung's long-term institutional legitimacy and network strength.

Reporting line

Reports to: Director, Secretariat

Supervises: Communications staff, outreach staff, alumni staff, events staff, assigned officers and associates.

Role in Pelsung

Pelsung functions with a 2-engine structure, the Innovation Lab for innovation and ventures and the Secretariat for daily functions and execution. This role sits in the Secretariat and owns institutional engagement functions: communications, alumni, events, and outward-facing touchpoints.

Key responsibilities

A. Communications and narrative management

- Lead organisational communications, messaging, media engagement, and narrative consistency across Pelsung.
- Translate institutional strategy, programme achievements, venture progress, and public positioning into clear communications outputs.
- Oversee content planning, social media, press engagement, internal communications discipline, and reputation management.
- Ensure communications support institutional coherence and do not drift into generic promotional activity.

B. Alumni engagement

- Build and manage a structured Pelsung alumni system covering updates, opportunities, placements, continued engagement, and long-term network activation.



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- Maintain alumni database, engagement mechanisms, feedback loops, and strategic alumni communications.
- Develop alumni pathways that support Pelsung's wider institutional goals, including talent tracking, deployment opportunities, and relationship-building.

C. Events and outreach

- Lead planning and execution of convenings, public-facing events, partner sessions, institutional forums, and Board-facing events.
- Ensure events serve strategic purposes: visibility, relationship management, pipeline development, or institutional credibility.
- Maintain event calendars, production plans, outreach workflows, and post-event reporting.

D. Stakeholder engagement

- Build structured engagement calendars for key institutional audiences.
- Ensure communication and outreach work is coordinated with delivery priorities and partnership management.
- Support the ED and Director, Secretariat on high-priority public-facing institutional engagements.

Decision rights

Within approved workplans and budgets, the AD may:

- approve routine communications outputs and outreach activities;
- coordinate alumni and events calendars;
- manage media and stakeholder engagement within approved positioning;
- recommend higher-sensitivity messaging or public responses for Director/ED approval.

The role does not have authority to:

- approve major changes to institutional positioning;
- make commitments that materially alter public positioning;
- enter into strategic institutional partnerships without approval;
- override programme or Board communications sensitivities.

Key performance indicators

- Quality, consistency, and timeliness of communications outputs



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- Alumni engagement rate and alumni database quality
- Number and quality of strategically useful events and convenings
- Institutional visibility and reputation indicators
- Responsiveness to public-facing opportunities and reputational risks
- Strength of engagement systems and stakeholder follow-up discipline

Candidate profile

- Strong communications and stakeholder engagement judgement
- Ability to turn strategy into disciplined external messaging
- Comfortable managing events, narrative, and relationships in parallel
- High standards for coordination, follow-up, and written communication
- Able to balance visibility with institutional seriousness

Ideal experience

- 5-8 years of experience in strategic communications, institutional communications, public affairs, events, alumni/community management, or stakeholder engagement
- Experience handling both routine content systems and sensitive high-level engagement