POSITION DESCRIPTION

TITLE: Assistant Director of Alumni Relations - (Exempt)

Collective Bargaining - Ineligible - Confidential

Definition - The Board approved definition of a confidential employee is an employee who has access to confidential or discretionary information regarding legal advice or the development or formulation of policy or procedures pertaining to labor relations or budget formulation and implementation; OR, whose functional responsibilities or knowledge concerning employee relations makes the employee’s membership in an employee organization incompatible with the employee’s duties; OR, who performs the functions of an executive secretary/administrative assistant/office administrator to the president, vice president, or dean [CEO and/or Officer] of St. Mary’s College as defined by the Board of Trustees of St. Mary’s College of Maryland.

This is a confidential position. The incumbent is accountable for supporting the mission, goals, and objectives of the College and is expected to administer the policies and procedures defined in the Employee Handbook as approved by the President and the Board of Trustees.

JOB SUMMARY:

The Assistant Director of Alumni Relations reports directly to the Director of Alumni Relations and is responsible for the promotion of events, news, and initiatives encompassing all aspects of alumni relations and marketing through social media, additional online communication tools, and print materials. The Assistant Director of Alumni Relations serves as the primary editorial point of contact and content developer for the alumni e-newsletter, online alumni communities, alumni web page, and other online cultivation resources utilized by the Office of Alumni Relations. This position will be responsible for gathering information from and collaborating with colleagues in all units of Institutional Advancement to increase alumni participation in St. Mary’s College of Maryland and to foster meaningful lifelong relationships.

The Assistant Director of Alumni Relations, working closely with the Associate Director of Alumni Relations, will also play an integral role in the planning and execution of signature events including Alumni Weekend, Hawktoberfest at Family Weekend, regional chapter activities, and Alumni Council meetings. Involvements will include, but are not limited to, set up and break down support, registration tabling, overseeing volunteers, and event photo and video documentation.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

(Note: These examples are intended only as illustrations of the various types of work performed in positions allocated to this class. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Responsible for following the policies and procedures as defined in the employee handbook.
- Facilitates alumni outreach and cultivation through multi-marketing channels such as email, print and social media. Assists in executing online giving campaigns.
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- Manages production and distribution of the monthly alumni e-newsletter and other informational mailings.

- Researches and implements techniques to advance alumni social media and web presences.

- Researches information on alumni and school news to highlight through social media and informational resources.

- Designs marketing materials, including postcards, invitations, logos, mailing templates, etc., in collaboration with the Office of Marketing, Strategic Communications and Web Services to promote related programs and initiatives.

- Assists in the planning and implementation of alumni events including Alumni Weekend, Hawktoberfest at Family Weekend, regional chapter events, and Alumni Council meetings.

- Assists the Office of Alumni Relations in recruiting, training, and managing volunteers to support unit programs and initiatives.

- Shoots and edits digital photographs at alumni events.

- Assists when needed with updating the alumni database.

- Assists in the strategic planning of initiatives to help Institutional Advancement reach overall key performance indicators.

- Serves on various campus committees, as required.

- Assists in building a student and young alumni affinity program.

MINIMUM QUALIFICATIONS:

- Bachelor’s degree or an equivalent combination of training and experience is required.

- Experience working with alumni, in fundraising or in marketing preferred.

- A commitment to the College community.

- Strong written communications skills and proven experience in social and online communique.

- Strong oral communication skills, including demonstrated experience in public speaking.

- Experience with event management.

- Self-motivated, extremely detail-oriented, with excellent time management and organizational skills.

- Proven ability to work well with diverse groups and to successfully engage in interpersonal contact with a wide variety of internal and external constituencies.
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- Demonstrated proficiency using various software including electronic spreadsheets, word processing and database applications.

- Willingness to travel as needed.

- Ability to demonstrate initiative and manage details under the pressure of deadlines.

- Works under general supervision with minimal instruction.

- Any combination of acceptable education and experience, which has provided the necessary knowledge and skills to fulfill the requirements of this position, may be considered.