POSITION DESCRIPTION

TITLE: Associate Director of Alumni Relations - (Exempt)

Collective bargaining – Ineligible – Managerial
Definition – the Board approved definition of a managerial employee is an employee who is engaged predominantly in executive and management functions of the College or who is designated with the responsibility of directing the implementation of management policies and practices and who customarily and regularly exercises discretion and independent judgment in directing the implementation of management policies and practices.

This is a management 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 Associate Director reports to the Assistant Vice President of Alumni Relations in Institutional Advancement and is responsible for developing, implementing, and coordinating programs encompassing all aspects of alumni relations. This position will collaborate with colleagues throughout Institutional Advancement and across campus to increase alumni participation and engagement in support of institutional priorities and goals. General responsibilities include building initiatives to increase alumni events, volunteer and fundraising engagement, organizing programs to prepare students for the student to alumni transition, managing paid and volunteer students, and serving as a liaison to campus partners.

The Associate Director of Alumni Relations will also play an integral role in the planning and execution of signature events including Alumni Weekend, Hawktoberfest, Giving Tuesday, Alumni Council meetings, and chapter/network activities.

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.

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

- Works with the Assistant Vice President and the Assistant Director of Alumni Relations to plan and implement alumni engagement events including, but not limited to, Hawktoberfest, Giving Tuesday, Spring Break-a-Sweat, Alumni Weekend, and Bay to Bay Service Days.

- Manages the Institutional Advancement student leadership group, Seahawks Advancing Graduate Engagement (SAGE), by recruiting new members, preparing and executing the group's monthly meetings with the SAGE president, coordinating members' volunteer duties to support the initiatives of Institutional Advancement, and identifying networking and professional development opportunities for the members.

- Serves as the Alumni Relations liaison to the Office of Admission to coordinate and co-manage the Launch-a Leader alumni referral program, recruits alumni for Admission events, and supports other joint programming between the departments.

- Serves as the Alumni Relations liaison to the Center for Career and Professional Development to coordinate and co-manage mentoring and networking opportunities for current students and alumni through the Alumni Council Affinity Networks, Job-IQ, and other joint initiatives between the departments.

- Serves as the Alumni Relations liaison to the Office of Institutional Research and ensures surveys and other feedback mechanisms are in place to evaluate key programs and initiatives; assists the Assistant Vice President of Alumni Relations in assessing and interpreting feedback as well as analyzing the return on investments.

- Organizes and promotes senior class programming to support the transition from students to alumni by spearheading programs including, but not limited to, Grad Fair and the Almost Alumni Gathering.

- Works with the SGA, programs board, and other student leadership groups to engage the greater student body in Alumni Relations initiatives.

- Oversees the recruiting, managing, project assignments, and payroll for Federal Work Study students, student interns, and SAGE members.

- Supports the Assistant Director of Alumni Relations in facilitating alumni outreach and cultivation through multi-marketing channels such as email, print, and social media.

- Learns and implements necessary components of the department's constituent management software as needed.

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

- Serves on various campus committees, as required.

MINIMUM QUALIFICATIONS:

- Education: Bachelor’s degree required.

- Experience: Minimum of four years’ experience in a professional/higher education setting; working in an alumni/fundraising/marketing/event management environment is preferred.

- 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 (e.g., office colleagues, alumni, faculty and staff members, administrators, students, vendors).

- Proficiency using various software including digital spreadsheets, word processing, and database applications. Experience with Google Drive, Microsoft Office, Blackbaud, Anthology, and Zoom a plus.

- Ability to communicate effectively through oral or written word, including demonstrated experience in public speaking.

- Able to demonstrate initiative and work under general supervision with minimal instruction.

- Must possess a valid driver's license.

- Willing to travel, as needed.

- Ability to lift at least fifty (50) pounds.

- Demonstrated commitment to the College community.

- 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.