DRURY UNIVERSITY JOB DESCRIPTION

JOB TITLE: Assistant Director – Alumni Relations

DEPARTMENT: University Advancement

DATE: September 1, 2016

SCHEDULE: Regular, Full-time, M – F, Schedule may vary

REPORTING SUPERVISOR: Dir. Of Annual Giving & Alumni Relations

FLSA: Exempt - Administrative

IPEDS: 13

JOB FUNCTION:

Reporting to the Director of Annual Giving and Alumni Relations, the Assistant Director will be responsible for supporting group (market/region) and/or broad-based alumni engagement plans, programs and events designed to purposefully identify and cultivate alumni and relevant stakeholders in meaningful ways that result in engaged volunteers and donors. This requires the coordination of comprehensive event and engagement activities, alumni councils and associations, stakeholder engagement programs and initiatives, and multi-channel digital and social media strategies to ensure all events are implemented on time, concise and complimentary to other solicitations and activities as necessary. The Assistant Director will assist the Director to cultivate develop and evaluate activities, events and programs that will increase alumni engagement and participation and may manage activities of large groups and volunteers. Also responsible for all aspects of engagement events planned by the department. Travel, evening and weekend work are expected.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

This job description is not to be construed as an exhaustive statement of duties, responsibilities or requirements. Employees may be required to perform other job-related instructions as requested by the supervisor, subject to reasonable accommodation.

Percentage of Time  Frequency  Description

1.  40%  Ongoing  Oversees the planning, coordination, implementation, and logistics of all donor cultivation and alumni events locally and nationally, as well as supports other on-campus events as needed. Researches venues and works with vendors to ensure successful event planning. Consults with the appropriate staff on event purpose and outcomes. Negotiates contracts, meal planning, and event location details. Communicates and works with administrative, academic and marketing staff to coordinate the event activities. Manages invitations and mailings related to event. Receives and records reservation information for all events. Prepares and maintains records of event costs, attendance reports, and participant charges. Coordinates event follow up and event evaluation with appropriate staff. Must be able to work at special events including Alumni Reunion, Commencement, Homecoming and other events as necessary.

2.  30%  Ongoing  In collaboration with appropriate departments, university marketing and with the guidance of the Director of Annual Giving & Alumni Relations, plans, oversees, integrates and is responsible for marketing, social media communication and production of material (i.e., direct-mail, email blasts, etc.) to increase alumni and donor understanding and engagement related to alumni relations opportunities and alumni relations events and initiatives.

3.  25%  Ongoing  Assists in coordinating volunteer relationship management by supporting local and national regions that will increase alumni engagement and participation. Organizes and prepares materials, recruits, engages, trains and supports volunteers and coordinates volunteer strategies with other development staff. Supports and implements a variety of leadership training and engagement opportunities designed to meet the need of entry-level to advanced alumni leaders locally and nationally. Collaborates with campus departments and university partners to identify and integrate resources in order to accomplish strategic goals and objective.
4. 5% Ongoing Serves as advisor for Drury Ambassadors Student Organization and other related student/alumni connection collegiate-based programs. Mentors student leaders, assists with group operations and training, facilitates selection and recruitment of new members, coordinate group events with officers and ensure all budgeting records are maintained to university standards.

MINIMUM KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. All job requirements listed indicate the minimum knowledge, skills, and/or ability deemed necessary to perform the job proficiently. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. A bachelor’s degree in marketing and communications, event management, or related field and two-three years of related experience; or an equivalent combination of education and experience.
2. Knowledge of and ability to use MS Office and social media required. Raiser’s Edge, Net Community, and Hoot Suite or other social media management applications knowledge preferred.
3. Knowledge of and previous basic experience with Adobe Creative Suite expected. InDesign, Photoshop, and Illustrator or other design applications knowledge preferred.
4. Excellent interpersonal and written communication skills required, with an emphasis on developing volunteer materials, event related marketing and social media messaging.
5. Experienced at providing good customer service and support, including courtesy and tact to work effectively with volunteers and alumni leadership.
6. Ability to maintain confidential office information, including donors, donations and alumni information.
7. Detail oriented and skilled at maintaining organization and management of multiple projects at once and on a timeline throughout the year.
8. Demonstrated ability to assume responsibility without direct supervision, exercise initiative and judgment; to prioritize and organize workload to complete assignments in a timely manner, and to make decisions within the scope of assigned authority.
9. Ability to handle deadlines and stressful situations in a calm, orderly and customer service oriented manner.
10. Ability to travel to special event locations and regional alumni events around the country.

SUPERVISORY RESPONSIBILITIES:
Manages volunteer responsibilities of regional alumni representatives and other alumni volunteers. Supervises student/staff members working on engagement events and alumni relations programs. Carries out supervisory responsibilities in accordance with the university's policies and applicable laws. Responsibilities include interviewing, hiring, and training student employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining student employees; addressing complaints and resolving problems.

PHYSICAL REQUIREMENTS:
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk or hear. The employee is occasionally required to stand, walk, reach with hands and arms, and climb or balance. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision. Must be able to travel to off-campus locations and branch campus sites when required. If driving own or university vehicle must have a valid driver’s license and a satisfactory driving record.

WORK CONDITIONS:
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet.