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Developed by: LMcC; MNota; SHL
Reviewed by:.....SG
Approved by:.....LK
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UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Assistant Director, Alumni Relations
DIVISION: Alumni Relations
REPORTS TO: Associate Director of Alumni Relations
GRADE: 12
SUPERVISES: Specialists and Support Staff

BASIC FUNCTION:

Under the direction of the Associate Director of Alumni Relations, develop, implement, market, and assess the efforts of the Alumni Relations Office and the Alumni Association to reach our constituents worldwide. This position will also be responsible for creating, coordinating, and implementing assigned Alumni Relations programs, special events, and outreach programs. Supervise Specialist(s) and support staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Develop marketing and communications strategies that align with the University's priorities. Promote engagement and advance the programs and services across multiple platforms, including print, electronic, and social media.

Plan, coordinate, and implement Alumni Relations major special events, as well as outreach and regional programs. May include, but is not limited to, reunion events and weekends, fundraising events, family programming, affinity and regional chapters, diversity programming, athletic events, and student outreach programming.

Create and manage budgets for all related events and programs. Set goals and objectives for all assigned programs and participate in strategic planning for the Alumni Association.

Research, develop, and implement programming (social, cultural, athletic, community service, educational, and networking) related to generational segments of the alumni population.

Serve as the chairperson of one or more volunteer planning committees. Develop meeting agendas, conduct meetings, generate minutes, and ensure follow-through of action items assigned at meetings.
Serve as active member on University committees.

At the discretion of the Associate Director, act as an ambassador at Alumni Association-sponsored or University events. Serve as primary liaison to public and general stakeholder population.

Assist with inquiries regarding special events and programs.

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Travel to local, regional, and national alumni outreach and special events (may include alumni events, athletic receptions and games, conferences, and other events as necessary).

Develop scripts and talking points for speakers at outreach and special events.

Solicit corporate support, sponsorships, and auction items for Alumni Association fundraising events.

Speak to stakeholders at chapter, athletic, and outreach events as necessary.
Represent the Executive and Associate Directors at meetings, on or off campus.

OTHER DUTIES AND RESPONSIBILITIES:

Perform other duties as assigned.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers; word processing, database management and spreadsheet software.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: A Bachelor's degree from an accredited college or university; minimum of three years of previous experience in non-profit or higher education administration, which includes specific experience in marketing, social media, and in one or more of the following: alumni affairs, development, public affairs, or public relations; demonstrated record of planning major special events; demonstrated ability to represent the University with both internal and external stakeholders; demonstrated experience working with diverse populations; demonstrated supervisory experience; ability to travel; strong communication skills, both written and oral; demonstrated excellent organizational abilities and interpersonal skills; demonstrated ability to effectively manage multiple tasks and projects concurrently and efficiently; demonstrated ability to work collaboratively as part of a team, and to relate to and communicate with a wide variety of constituencies including, but not limited to, management, faculty, volunteer groups, support staff, and students; demonstrated experience with Microsoft Office applications (Word, Excel, and PowerPoint); demonstrated ability to work in a fast-paced environment and to meet competing deadlines.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.