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Position #: (NUNC)(E)...9941  
Developed by:.....MN  
Reviewed by:.....SG  
Approved by.....LK  
Date:.....5/07

**UNIVERSITY OF RHODE ISLAND**  
**Position Description**

**TITLE:** Associate Director, Alumni Relations  
**DIVISION:** University Relations  
**REPORTS TO:** Executive Director, Alumni Relations  
**GRADE:** 13  
**SUPERVISES:** Alumni Relations Professional and Support Staff

**BASIC FUNCTION:**

Under the direction of the Executive Director, manage the Alumni organization's daily activities and operations, serving alumni worldwide. Support and assist in the implementation of a vital, comprehensive alumni program. Enhance and expand its special events. Increase alumni participation. Hire, evaluate, and supervise professional and support staff. Develop and manage budgets. Provide operational leadership for an array of alumni programs. Assist the Executive Director in the Alumni Association's governing body and all of its subgroups. Provide key fundraising and cultivation support in capital and annual campaign initiatives, while operating with a high degree of judgment, consistency and discretion.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Work with the Executive Director to establish and maintain effective relationships with volunteers, volunteer leadership, donors, the University Advancement staff and other members of the University community.

Provide key fundraising and cultivation support in capital and annual campaign initiatives through cultivation. Serve as the liaison to the capital and annual campaign initiatives. Serve as liaison between development staff and Alumni Relations volunteers and staff. Oversee the initiative of prospect identification for alumni and other potential donors.

Responsible for the management of the membership program. Develop and market a revenue-generating program through direct mail, telemarketing and personal solicitations.

Assist the Executive Director with the management of professional and support staff. Work closely with all staff to assure fiscal efficiencies. Coordinate the training of all new staff. Train employees on all computer systems.

Responsible for determining and implementing the goals and strategies for each programmatic area. Establish programs and policies that support the mission of Alumni Relations and the University. Review and approve new programs presented by staff for events and marketing. Develop work procedures and ensure that the resources needed to accomplish work are provided. Make quality decisions and communicate these

**Associate Director, Alumni Relations**

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decision/changes in a timely and appropriate manner. Provide performance feedback. Consistently adhere to established policies and procedures and respond constructively to conflict and work demands.

Identify revenue enhancement opportunities. Manage the implementation of marketing programs that provide valued benefits and services to diverse segments of the URI Alumni population while providing significant revenue to the Alumni Association. Manage these Affinity Partnerships with the Alumni Association. Track contracts with partners.

Identify and develop human and financial resources of alumni.

Ensure prudent expenditure of the Alumni Association's funds.

Provide oversight for the Alumni Association's Website and Web communications.

Travel to and attend events across the country as needed.

Promote the awareness of the Alumni Association's mission to alumni and the campus community.

**OTHER DUTIES AND RESPONSIBILITIES:**

Represent the Executive Director as needed as member of the senior management team.

Perform all other related duties as assigned by the Executive Director, Alumni Relations.

**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:** Bachelor's degree; a minimum of five years of fundraising experience, including direct mail, telemarketing and personal solicitations in higher education or non-profit; a minimum of three years of operations management which includes supervisory, hiring, budgeting and strategic planning experience; a minimum of three years of experience working with formal volunteer committees; a high level of administrative/development experience; experience with the development of Web communications; demonstrated knowledge and experience in event programming, recruiting and managing volunteers; demonstrated strong verbal and written communication and interpersonal skills, and the ability to work well with staff and volunteers in a team-based environment. Must have well-developed interpersonal skills, be energetic, personable, diplomatic, well organized and capable of handling a variety of tasks simultaneously. Must be able to travel to sites where alumni live and work.

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