Saint Michael's College
Job Description

Job Title: Assistant Director for Alumni, Parent and Corporate Relations

Department: Office of Alumni, Parent and Corporate Relations

Supervisor or Manager: Director for Alumni and Parent Relations

Date Created: 7/01/05  Last Revised: 7/01/05  FLSA Status: E

Approved by (print name): ________________________  Signature: ________________________

**Our Mission:** It is the mission of Saint Michael’s College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

**Major Objectives of the Position:**
- Institutional Advancement (IA) has a primary point of contact for short and long-range event invitation development (150+ events per year) including preparation, organization, production and mailing, working within College’s marketing guidelines
- The annual Saint Michael’s College Green Mountain Scholarship Golf Classic is coordinated, working with a committee of corporate volunteers and SMC staff
- Administrative support is provided for IA’s Corporate Relations program
- IA events such as Reunion, Homecoming, etc. are supported, as needed
- The commitment to SMC’s mission is carried out, in all aspects of work, on a daily basis
- The mission of the College is effectively promoted and the IA mission is supported to build life-long relationships with alumni, parents and friends, and to engage alumni and friends of the College as active volunteers and benefactors
- IA policies are adhered to regarding confidentiality of prospect information and database integrity

**Essential Duties and Responsibilities:**
- Collaborates with IA Executive Assistant to coordinate the IA calendar of presidential, alumni and other related IA events
- Assists the Vice President and Associate Vice President in the recruitment and solicitation of hosts/sponsors for events
- Informs alumni Board of Directors and the IA team of current and upcoming events in a timely manner, including the Datatel event code for IA info
- Updates IA shared calendar to show IA confirmed events, as well as College’s academic calendar and major holidays
- Tracks event results such as number of invitations mailed, amount charged and attendees, reporting this information to Director as requested
- Coordinates production of nametags for various events, using appropriate computerized tools
- Receives phone calls/answers inquiries relating to upcoming events in a positive manner, directing calls as needed
- Designs invitations within College’s marketing guidelines, obtaining appropriate approval from Presidents office or IA member, and keeps binder of event invitations sent for the year
- Coordinates mailing parameters and works with IA’s information specialist on Datatel paragraph generation (within report generation program)
- Designs/sends e-mail invitations and reminders, and coordinates paper invitation printing (paper color, weight, quantity, timeframe) with Print Shop
- Generates address list download from Datatel and addresses invitations using addressing machine as appropriate
- Ensures invites/e-mails are sent with a reasonable turn-around time
- Sends the President’s wife and President’s assistant a copy of IA invitations and archives a copy on an annual basis
- Collaborates with Green Mountain Scholarship (GMS) Golf Classic committee for the successful implementation of this event, including the set up of meeting dates and project deadlines
- Works closely with Golf Classic committee Chair in all areas of the tournament
Oversees all Golf Classic correspondence: holiday mailing; solicitation to past and potential sponsors and auction donors; follow-up letters as requested; invoices; acknowledgement letters from President and committee Chairs to sponsors, auction donors, players and others as requested.

Collects, enters and updates computer with data related to Golf Classic: committee assignments; results of solicitation calls; and info to be input for tracking purposes.

Tracks Golf Classic budget, maintaining detailed records of revenue and expenditures.

Keeps detailed history of Golf Classic for future reference.

Serves as community liaison to the Golf Classic’s host golf course and other community vendors/organizations.

Generates mailings to the corporate community as requested to support the GMS corporate program.

Collects, enters and updates computer with data related to GMS Corporate programs: committee assignments; result of solicitation calls; and info to be input for tracking purposes.

Schedules and works with Green Mountain Scholars on writing thank you letters to scholarship supporters.

Informs Green Mountain Scholars about events supporting their scholarship and where their support would be helpful.

Provides support for President’s Dinner Dance, and other campus events as requested by IA management team.

Secondary Responsibilities:
- Provides phone coverage as requested for IA members and backup as required for other members of the Alumni & Parent Relations team.
- Performs other duties and special assignments as requested by the Director of Alumni, Parent, & Corporate Relations.

Positions Supervised:
- None.

Position’s Major Contacts:
- Institutional Advancement
- Alumni of the College, particularly alumni Board, SMC Club leaders and event hosts
- Printing and Mailing Services
- Golf Classic Chair and committee members
- Golf Classic host golf course personnel
- Miscellaneous vendors for golf classic materials (tee gift, bag tags, tee holders, etc.)
- Parents
- Friends of the College
- Corporate community

Demonstrates Excellence in this Position:
- Shows a steadfast commitment to participating as a member of a fully integrated outreach and development team.
- Multi-tasks with ease, handling overlapping events and projects with strong organizational skills.
- Possesses excellent interpersonal skills and deals effectively with a variety of constituents in a broad range of relationships and situations.
- Has the ability to anticipate needs, prioritize projects, and work independently.
- Works calmly under sometime challenging conditions, with willingness to change plans in order to meet deadlines.
- Holds self accountable for job responsibilities and is a dependable team member.

Education and Work Experience Required:
- Associate’s degree or equivalent combination of education and experience, preferably in a business discipline.
- Three years of relevant work experience or prior long-term experience in a fast-paced office environment from which comparable knowledge and skills are acquired.

Analytic Skills Required:
- The ability to recognize several likely causes of events, analyze relationships among several parts of a problem or situation, and then formulate a multi-step response.
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**Language and Literacy Skills Required:**
- Reads and understands basic instructions. Conversational skills including responding to supervisors and co-workers as needed to ask questions, provide information, seek direction and plan work. Some writing is required for position.

**Computer/Technology Skills Required:**

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**Licenses, Certifications and Other Requirements:**
- None required

**Physical Demands:**
Work is often performed in a typical office environment requiring:
- Sitting in a normal seated position for extended periods of time
- Reaching by extending hand(s) or arm(s) in any direction
- Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard
- Communication skills using the spoken word
- Vision sufficient to see within normal parameters
- Hearing sufficient to hear within normal range
- No or very limited physical effort
- No or very limited exposure to physical risk

While performing the duties of Assistant Director for Alumni, Parent and Corporate Relations, the employee must occasionally lift and/or move up to 10 pounds.

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 a disability to perform the essential functions.

**Additional Requirements for the Job:**
- Willingness to work nights, weekends and conduct some occasional overnight travel, typically 2-3 days at a time, once or twice a month
- Capability to assist in staffing Reunion and Homecoming weekends, Commencement, convocations and other College events as defined by supervisor and responsibilities of this position
- Ability to articulate Saint Michael's College mission and vision, and belief in the value of a Catholic higher education
- Capacity to deal effectively with a wide range of relationships and situations
- Commitment to the belief in Saint Michael’s College mission, vision and in its values-laden education experience that encourages academic success as well as spiritual and social growth
- Ability to use discretion in handling confidential information

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.