

## Saint Michael's College Job Description

**Job Title:** Director for Alumni and Family Engagement

**Department:** Institutional Advancement

**Supervisor or Manager:** VPIA

**Date Created:** 4/15/05

**Last Revised:** 5/2/2024

**FLSA Status:** E

***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**

- Forge and maintain relationships with alumni, families, and students as a main point of contact at the College
- As a member of the IA management team, develop strategic initiatives to meet fundraising and engagement goals.
- Manage fiscal year alumni budget, reconciling actuals and highlighting budget variances as appropriate.
- Work collaboratively with campus partners to offer engagement opportunities for alumni, family, and students that support the College's volunteer and philanthropic goals. Big-picture engagement opportunities include:
  - Regional club events
  - Reunion
  - Alumni & Family Weekend
  - Career Symposium
- Develop and implement event strategies to attract corporate sponsors and/or alumni underwriters to offset event costs and maximize the impact of the alumni budget.
- Recruit and steward alumni, family, staff, and student volunteers to maximize alumni communication and programming opportunities.

### **PROGRAM AND EVENT MANAGEMENT**

- Plan and manage a comprehensive year-long event schedule, both on and off campus.
  - Evolve and improve on signature events year to year; reunion, alumni & family weekend, career symposium
  - Alumni and family focused events, supporting current student experiences as appropriate (ex. orientation/ arrival day tabling)
- Identify potential corporate sponsors and/or alumni partners to offsite event costs.
  - In partnership with IA and campus colleagues, create a calendar of events working to align sponsorship opportunities with relevant corporate agendas and alumni interests/ affinity.
  - Foster and grow corporate sponsor relationships (and agreements) to the benefit of the college on an ongoing basis.
  - Identify a variety of alumni partners to underwrite on and off campus events (BoT, ABOD and more).
- Steward regional club activity with a focus on consistent club engagement, annual/ signature events, bringing SMC "celebrities" on the road, expansion of club footprints in states as needed, and recruitment and retention of new club volunteers.
- Work towards "best in class" metrics as outlined by CASE Alumni Engagement Maturity model
  - Consistent tracking of event metrics in NXT (from event promotion, through registration, giving and event attendance).

### **COMMUNICATIONS AND MARKETING**

- Oversee consistent and informative communications to the SMC community of alumni, family, friends, and fac/ staff (including email, enews, LinkedIn alumni group, and website updates)
  - Emails promoting events and college news, segmented by target audience as appropriate.
  - Management of SMC Alumni Connections LinkedIn group (migrated from SMC Connect after Dec 2023 decommissioning).
    - Continually increase membership and engagement metrics
    - Cultivate other SMC contributors – IA and interdepartmental colleagues
  - Revamp of alumni pages on SMC website, specifically; alumni landing page, reunion and career symposium sections.
  - SMC Magazine content contributions as appropriate
- Partner with the President's Office and Admissions to ensure consistent and timely Presidential communications to the SMC community (email, enews, LinkedIn, townhall meetings)
- Coordinate SMC community partner messaging opportunities for key campus contacts including Athletics, Academic Affairs, Admissions, Career Education, the President's Office, and Student Activities.
- POC for Institutional Advancement as part of faculty/ staff outreach (new employee orientations) or Cabinet-level input.
- Oversee alumni social media communication plans.

### **VOLUNTEER MANAGEMENT**

- Focus on recruitment and retention of regional club leaders and volunteers
  - Work towards the goal of an annual club summit with peer clubs sharing best practices and successes
- Management of the Alumni Board of Directors (ABOD), part of the Executive Committee as ABOD secretary
  - Recruitment of new members (FY25 application process included)
  - Terming off of existing members
  - Accountability of current members (participation, giving, attendance)
  - Outline objectives and deliverables for a "working" board.
- Recruit alumni and parent volunteers to support career-related events, Admissions initiatives and more
  - ABOD career symposium panelist recruitment
  - Revamp of SMC Admissions Ambassadors program
- Recognize and steward alumni volunteers
  - Alumni of the Year awards at Reunion
  - Access to leadership as appropriate (Presidential events, etc.)
- Travels regularly to meet with alumni to discuss engagement and fundraising goals – holistically for the club and college, and personally for individual affinity and giving to the college.

### **FUNDRAISING**

- Educate constituents on the importance of financial participation in the College's Annual Fund, supporting the student experience and institutional goals.
- Collaborate with the IA team to meet College campaign and/or fiscal year giving goals by engaging alumni donors.
- Working with IA team, recruit and guide alumni reunion chairs and committee members, to set and meet class-specific fundraising goals per reunion cycle.
- Identify and refer major donor prospects to development officers, partnering on affinity programming and asks as appropriate.
- Working with development officers, solicit alumni to underwrite specific events (Presidential tour, etc.)
- Offer giving opportunities as part of all event sign-ups.

**OTHER RESPONSIBILITIES AND SKILLS REQUIRED:**

- Actively promote the mission of the College – “Do Well and Do Good” – to increase engagement and philanthropy.
- Adhere to Institutional Advancement policies regarding confidentiality, prospect management, and database integrity.
- Use metrics and data to drive decision-making and goal-setting.
- Oversee the assigning of work and management of interns and student employees.
- Serve on College committees as assigned.
- Manage work independently – a self-starter with the ability to multi-task.
- Be a team player, willing to go above and beyond your role in support of teammates.
- Seeks out new opportunities to grow in position and at the College overall.
- Exercise good judgment and critical thinking; able to recognize several likely causes of events, analyze relationships among several parts of a problem or situation, and then formulate a multi-step response.
- Strong interpersonal skills; able to make thoughtful and diplomatic decisions to resolve complicated interpersonal situations.
- Perform other duties as needed.

**POSITIONS SUPERVISED**

- Assistant Director of Alumni & Family Engagement
- Student workers
- Alumni volunteers

**PRIMARY CONTACTS**

- VPIA
- Institutional Advancement staff
- Cabinet-level college leadership
- Career Education Center staff
- Alumni and parent volunteers

**DEMONSTRATES EXCELLENCE**

- Manages work independently; a self-starter who can handle multiple projects at once
- Has consistent forethought and insight into planning and achieving event goals
- Is aggressive in obtaining visits and encourages active participation in the College through financial and volunteer support
- Supports and manages alumni volunteers with good judgment and strong diplomatic skills
- Shows a steadfast commitment to participating as a member of a fully integrated outreach and development team
- Seeks out opportunities to partner with colleagues and various offices for mutual benefit
- Marketing experience, particularly as it relates to social media, is preferred
- Strong writing skills preferred

**Education and Work Experience:**

- Bachelor's degree
- 5 years of related experience preferred

**Analytic Skills:**

- 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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- The ability to make thoughtful and diplomatic decisions to resolve complicated interpersonal situations

**Language and Literacy Skills:**

- Reads and interprets a wide range of information. May interpret documents to others. Regularly writes reports and correspondence. Able to shift writing style as needed for different audiences. Regularly explains policies, listens to questions, responds, and problem solves. Speaks to individuals and small groups effectively.

**Computer/Technology Skills:**

- Proficiency in Microsoft Word, Excel, Powerpoint, Outlook, and exposure to relational databases required.
- Proficiency in social media, and on-line marketing required
- Proficiency in photoshop and graphic design preferred
- Proficiency in Fundraising Databases – Raiser's Edge Experience preferred

**Licenses, Certifications and Other Requirements:**

- Must meet driver's eligibility requirements as stated in the Saint Michael's College *Vehicle Use Policy*

**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
- Limited physical effort
- No or very limited exposure to physical risk

While performing the duties of Assistant Director for Alumni and Parent Relations, the employee must occasionally lift and/or move up to 15 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:**

- Ability to travel overnight
- Willingness to work the hours necessary beyond the regular schedule to complete job responsibilities, assist in staffing Reunion and Homecoming weekends, and participate at Commencement, convocations and other College events as defined by supervisor and responsibilities of this position.

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.