

## Saint Michael's College Job Description

**Job Title:** Assistant Director for Alumni and Family Engagement  
**Department:** Institutional Advancement  
**Supervisor or Manager:** Director for Alumni and Family Engagement

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

**Last Revised:** 08/29/2023

***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:**

- Works collaboratively with Institutional Advancement colleagues and campus partners to create strategic engagement opportunities for alumni, families, and students
- Supports the College's volunteer and philanthropic goals while adhering to its mission and vision

### **Essential Duties and Responsibilities:**

#### **Program and Events Management**

- Creates, plans, and executes a robust program and events (on and off campus) calendar, designed to engage alumni, parents, and students in the life of the College
- Works in tandem, and at the direction of, the Director for Alumni and Family Engagement to engage, support, and expand SMC regional clubs nationwide
  - Collaborates with campus partners to create mutually beneficial events for increased alumni and family engagement
- Takes an active lead in the creation and execution of signature annual events including Alumni & Family Weekend and Reunion
  - Owns all aspects of Alumni & Family Weekend, collaborating with campus partners to create a robust weekend event schedule
  - Leads execution of select Reunion events, Purple and Gold Day, Career Symposium, and others as assigned
  - Supports campus partner's alumni programming and events as needed
- Facilitates full cycle event management, that includes:
  - Creation and management of event marketing campaigns (emails, calls, social media, website updates)
  - Onsite attendee engagement
  - On-site staff POC for regional and on-campus events, or partnership and support of local event hosts.
  - Post-event follow-up

#### **Communications and Marketing**

- Forges and maintains relationships with alumni, families, and students by acting as a main point of contact at the College
- Creates and sends monthly alumni e-newsletter
- Creates event and programming emails
- Develops a social media strategy for alumni constituents and create content (multiple times/ week) for event promotion, campus news, and updates
- Manages multiple office email inboxes, responding to alumni and family requests via email, as well as ad hoc calls/ voicemail
- Serves as the content manager of the Advancement website
- Promotes the mission of the College – “Do Well and Do Good” – in an effort to increase engagement and philanthropy
- Participates in departmental and campus-wide learning opportunities to further develop awareness, skills, and knowledge in supporting and fostering inclusion and belonging for students and colleagues

- Appreciates the value of cultural, ethnic, gender, and other individual differences in people. Helps to create an environment of learning about, valuing, encouraging, and supporting differences
- Seeks different points of view and leverages diverse perspectives in group processes and decision-making. Checks own views against the views of others

**Volunteer Management**

- Recruits alumni and parent volunteers to support career-related events, admissions support, fundraising, regional club volunteers, and alumni board membership
  - Develops individualized engagement strategies as needed
  - Reviews class and regional alumni records to identify and recruit volunteers to participate in campus programming and leadership roles
- Recruits and guides alumni leaders as volunteers in celebration of milestone reunion programming, with a focus on reaching class-specific reunion fundraising goals
- Travels regularly to recruit, manages and stewards volunteers
- Tracks constituent engagement and contact detail updates in our database
- Serves as advisor for student-run Founders Society; educates current students to become engaged, active, and philanthropic alumni
- Works with supervisor to engage and manage the Alumni Board of Directors, including management of in-person meetings

**Fundraising**

- Educates constituents on the importance of financial participation in the College's Annual Fund, which supports the student experience and SMC's priorities
- Collaborates with the Institutional Advancement team to meet the College campaign and fiscal year giving goals by engaging with existing and new alumni donors
  - Determines qualification and solicitation of prospects, in partnership with Development Officers
  - Works with the Director, outlining a fundraising strategy for a targeted pool of young alumni; cultivates existing donors and identifies new prospects through visits and engagement opportunities

**Secondary Responsibilities:**

- Oversees the assigning of work and management of interns and student employees
- Serves on College committees as assigned
- Performs other duties as needed

**Positions Supervised:**

- None

**Major Contacts:**

- Director of Alumni and Family Engagement
- Institutional Advancement staff
- Admissions Officers
- Athletics staff
- Career Education Center staff
- Alumni and parent volunteers
- Academic Affairs staff
- Career Education staff
- Office of the President
- Student Activities staff
- Founders Society student coordinators and student members

**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

- Engages with constituents with a high level of inclusivity, equity, and sensitivity
- Displays a commitment to continuous growth and development to support a culture of inclusion and belonging
- Adheres to Institutional Advancement policies regarding confidentiality, prospect management, and database integrity
- Manages work independently – a self-starter with the ability to multi-task
- Uses metrics and data to drive decision-making and goal-setting
- Is persuasive and effective 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

**Education and Work Experience:**

- Bachelor's degree
- Previous work experience with volunteers and event planning preferred
- Marketing experience, particularly as it relates to social media, is preferred
- Strong writing skills 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
- 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 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.

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CC: FCOE

**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.