



COUNCIL *for* OPPORTUNITY *in* EDUCATION

## JOB DESCRIPTION

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**TITLE:** Alumni Relations Director

**CLASSIFICATION:** Exempt

**IMMEDIATE SUPERVISOR:** Vice President of Development and Chief Development Officer

### GENERAL FUNCTION

The Alumni Relations Director is responsible for creating and executing strategic engagement initiatives designed to provide tangible benefits to alumni of TRIO college success programs and meaningful experiences for personal and professional development, volunteerism, service, and networking. This combination of activities will serve to build alumni dedication and support for COE student programs.

The Alumni Relations Director manages the development and implementation of alumni activities in ten regions around the country to increase the number of alumni, strengthen active engagement, and cultivate substantive connections between alumni and students. The Director is responsible for overseeing strategic communications with alumni and maintaining cooperative and collaborative relationships with member college success programs to identify, track and support alumni. Success in this role requires strategic collaboration with other divisions, including Program and Professional Development and Communications and Marketing and works with the Alumni Committee of the COE Board to fulfill their goals.

**Supervises:** Volunteers/Interns as needed

### MINIMUM REQUIRED QUALIFICATIONS

**Education:** A Bachelor's degree is required.

**Experience:** A strong candidate will have 3-5 years of successful experience in alumni relations with demonstrated creative productivity, however, experience in marketing or a related field in which the candidate can demonstrate a successful track record may be considered.

### Skills:

- Solid leadership experience and interpersonal skills.
- Creative and strategic thinking abilities and a self-starter.
- Strong verbal and written communication skills, with public speaking skills preferred.
- Demonstrated ability to motivate volunteers.
- Ability to develop knowledge of, respect for, and skills to engage with those of other cultures or backgrounds.
- Computer literacy, particularly in word processing and using databases.

**Other:** The scope of the job requires occasional travel and attendance at evening and/or weekend activities, meetings, events, seminars, and workshops.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Provides vision, leadership, and oversight to the Department of Alumni Relations, and the Alumni Association and executes the goals of the Alumni Committee of the board of directors.
2. Engages alumni in purposeful service to TRIO students, advocacy, volunteerism and effective networking with peers through consistent and positive communication using electronic, print, and social media, excellent customer relations, and creative events.
3. Builds deep relationships with member college success program administrators to develop life-long connections with alumni and facilitate their continued engagement and support for COE programs.
4. Develops and manages an effective volunteer management system that supports the objective of engaging alumni in meaningful volunteer opportunities and serving as a source for alumni talent and resources for students, college success faculty, and COE staff.
5. Develops and executes plans and activities for alumni affinity groups (professional affiliations, mentoring, civic engagement, special interest, etc.), identifies and cultivates volunteer leadership, develops strategies for the success of each group, and supports their events and activities.
6. Develops and executes promotional events and partnerships that raise the visibility of the Alumni Association among constituents across the country.
7. Identify and launch loyalty programs providing a benefit or service to alumni to cultivate volunteers and generate income for alumni association programming.
8. Oversee the alumni achievement award nomination and selection process.
9. Maintains alumni records which are current and accurate to facilitate outreach, cultivation, and stewardship.
10. Manages funds by planning, developing and managing authorized expenditures in the Office of Alumni Relations.
11. Facilitates a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds.
12. Contributes to the overall success of the Office of Development and Alumni Relations by working on special projects and performing all other duties and responsibilities as assigned.

The statements in this description are intended to describe the general nature and level of work being performed by individuals assigned to this classification. Examples of duties or responsibilities are not to be construed as an exhaustive list describing the duties or responsibilities required of personnel so classified. COE does not discriminate on the basis of race, color, religion, national origin, sex, age, disability, sexual orientation, gender identity, ancestry or veteran status. Reasonable accommodations are provided upon request.