



**Program Manager**  
**SCHOOL OF MEDICINE AND DENTISTRY**  
**University of Rochester Medical Center Advancement**

Grade 53

**Overview:**

The Program Manager for the School of Medicine and Dentistry (SMD) reports to the Associate Director for Alumni Relations and has primary responsibility for developing, implementing, and monitoring all SMD alumni communications with the goal to build and enhance the experience and connectivity of SMD alumni, donors, prospects and volunteers. The Program Manager also assists with all SMD events, programs, stewardship activities, and reports that lead to a stronger relationship between SMD and all its constituencies, as well as future supporters.

The Program Manager will bring the following qualities to his/her role:

- Energy, enthusiasm, and strategic thinking to his/her daily activities
- Exceptional service to all and commitment to excellence in all endeavors of the position
- A focused approach to meeting his/her goals, which includes working with top prospects, overcoming obstacles, seeing tasks through to completion, and a consistent dedication to a Meliora mindset
- A donor-centric approach to the job, best achieved by listening to donor's interests and motivations, understanding the donor's values, being personal in a non-personal world, and providing extraordinary stewardship by demonstrating impact
- Creativity: Finding many different avenues to engage the prospect or donor, create connections to the institution, and building lasting relationships based on trust. The ability to "think outside the box"
- An ability to motivate others to act. Being a strong, yet flexible, team player.

**Principal Duties:**

Under the direction of the Associate Director for Alumni Relations, the Program Manager will have responsibility for:

**55% Communications:**

Works with Associate Director for Alumni Relations to coordinate communications efforts with SMD alumni in the following areas:

- (15%) Facilitate stronger engagement with alumni and donors through more effective communications strategies
  - Create a marketing plan tailored to SMD alumni for Rochester Alumni Exchange and all social networks, including Facebook and LinkedIn
  - Develop and strategize promotion of a stronger Alumni Network
- (15%) Working with Advancement Communications, Central Alumni Relations and outside vendors, strategize, create, and deliver reunion communications pieces. Responsible for SMD Communications timeline and its implementation

- (10%) Maintain content of SMD Alumni Web site, including vigilant oversight of Reunion Website
  - Analyze web traffic using reporting tools
  - Benchmark with peer institutions and develop strategy for enhanced usage
- (5%) Design and implementation of an e-newsletter for alumni and friends
- (5%) Liaison with URMCMC Public Relations for *Rochester Medicine* magazine; oversight of collection of Class Notes for *Rochester Medicine*
- (5%) Overall responsibility for SMD blast emails: development, content coordination, scheduling, etc. using Constant Contact.

**20% Awards Management**

Assists the Associate Director with the management of the SMD Alumni Awards program:

- (5%) Coordinates identification of potential award nominees
- (5%) Actively working with the SMD Alumni Council Awards Chair and committee
- (5%) Act as SMD representative on the Awards Committee of the Alumni Council
- (5%) Work with the UR Advancement Award Committee on the nomination, research, and volunteer leadership throughout the process.

**15% Donor Stewardship**

- (15%) Through in-depth conversation and regular meetings with SMD Financial Aid, SMD Student Services and SMD Program Manager, ensure proper stewardship of scholarships funded by donors and identify opportunities to provide additional stewardship:
  - Classes that have restricted funds
  - 2010 Reunion Class Scholars Program
  - Tuition Free and Incentive Giving Program
- (5%) Update SMD acknowledgement letters annually.

**5% Volunteer Management**

Assists Associate Director for Alumni relations with staffing and administration duties related to SMD Alumni Council, including:

- Serve as Advancement representative on Early and Mid Career Committee
- Serve as Advancement Representative on Awards Committee; meet with Chair of the Alumni Council Awards Committee regularly, and organize meeting of committee.

**5% Other Duties:**

- Other duties as required by the Associate Director for Alumni Relations, including assisting with planning and implementation of SMD Reunions and donor recognition events.

**Basic Requirements:**

Bachelor's degree and a minimum of 2-3 years of advancement experience required or an equivalent combination of education and experience. Familiarity with academic medical center administration, especially Medical Center Advancement is a plus.

**Skills:**

Advanced computer skills working in Microsoft Office, especially Word, Excel, and PowerPoint is required. Familiarity with Constant Contact and working knowledge of social media tools is a plus. Strong writing skills are also required. A successful candidate will possess good judgment, strong communications skills, an assertive, problem-solving personality, and be a team player with a positive

attitude, strong customer relations skills, and an inquisitive, mature nature. The ability to adjust to changing priorities and challenges in a busy environment, with a positive, can-do attitude is key.

**If interested in this position you must apply on line in the University HRMS Job site.**

*For further information please contact Kimberley Goetz  
email: [kim.goetz@rochester.edu](mailto:kim.goetz@rochester.edu)  
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