

Position: Marketing Assistant, Alumni Communications
Grade: 51
Reports to: Senior Associate Director of Alumni Marketing Communications

Overview:

Reporting to the Senior Associate Director, the Marketing Assistant for Alumni Communications assists with marketing communications campaigns to support the philanthropy and engagement objectives of the Office of Alumni Relations. With a goal of building lifelong relationships with the University's 100,000+ living alumni and increasing engagement in key regions, the Office runs several events and programs annually including Meliora Weekend. The Marketing Assistant supports all of these efforts through email marketing, direct mail, social media and digital platforms. This includes preparing copy, creating visually appealing and appropriately compelling messages, segmenting messages to a variety of alumni audiences, analyzing performance of marketing efforts and preparing reports.

The assistant will focus on the day-to-day execution of marketing communication tactics. Analyzing email and social marketing metrics and managing data for select projects are also central to this role.

Responsibilities:

40% Communications Content Implementation

- Under the direction of the Senior Associate Director, assist in the day-to-day implementation of marketing communications strategies that focus on driving attendance and participation in alumni programs and events including class reunion programs and alumni education; stimulate interest in volunteerism and activity with regional networks; enhance communications with current students; and promote the benefits and services and available to alumni.
- Assist in daily execution of projects that include, but are not limited to:
 - Engagement strategies
 - Help the team execute marketing campaigns that will encourage alumni to engage with the University; ultimately developing a path for event attendance, social media participation, philanthropy, and volunteerism
 - Program communications
 - Proofread program materials
 - Feature content creation
 - Help generate ideas for feature content
 - Print
 - Assist in executing print projects for programs and marketing campaigns
 - Photography

- Attend video shoots as a representative of the University and steward alumni who are being featured

40% Digital Maintenance

- Create and send email communications to multiple alumni audiences daily; ensure highest integrity in product.
- Rochester Alumni Exchange: assist with alumni service inquiries, maintain email communities, and work with Internet Projects to update program and troubleshoot issues.
- Update website pages throughout the Rochester Alumni site and other partner sites; create photo and video galleries; coordinate with Internet Projects when necessary.
- Under the guidance of the Director of Digital Strategies and the Executive Director, post content when needed for Alumni Relations on social media platforms, including LinkedIn, Facebook, and Instagram. Stay updated on industry changes to better reach alumni and constituents.
- Help the Alumni Relations program team manage the implementation of social media structures with communications volunteers.
- Liaison with marketing professionals across Advancement and the University to build partnerships and identify areas of collaboration for alumni engagement messaging.
- Create and generate weekly digital reports so that analysis can be done on social, web, and eCampaigns.

20% General

- Assist in simple data pulls for communication efforts when necessary. Work with current Advancement database to identify, pull and inspect key segments for communications outreach.
- Take on additional projects when necessary on marketing project overflow, including the management of collateral and its distribution.
- Uphold the use of Alumni Relations communications project protocol, including: use of the communications request form, approvals routing, and internal distribution.
- Writing and editing of communications to ensure consistent message for all recipients of alumni engagement pieces.
- Help strategize future planning based on data reports.

Values:

All work is done in collaboration with partners across Advancement and University campuses, and demonstrates Advancement values:

- Mission Driven
- Innovation
- Inclusion
- Team-Based Approach

- Job Satisfaction
- Communication
- Service Excellence
- Integrity

Qualifications:

- Bachelor's degree
- 2+ years of marketing, project management, communications, alumni relations, development, or comparable experience, preferable in a higher-education setting.
- Proficient in Adobe InDesign, Photoshop, or a willingness to learn
- Proficient in social media tools and implementation, as well as knowledge of strategies for Facebook, LinkedIn and Instagram.
- Prior experience working with vendors, including graphic designers, printers, and mailing services.
- Outstanding communication skills, including direct interpersonal skills.
- Excellent organization, project management, and proofreading skills, with an ability to manage and prioritize multiple projects with keen attention to detail.
- Comprehension of email marketing software platforms, preferably iModules and Constant Contact.
- Knowledge of basic database programming technology and management.
- Ability to approach assignments in a proactive manner and look for ways to improve internal processes.
- A personal belief in mission, goals and objectives of private higher education.
- Ability to work as a member of a team to accomplish objectives.
- Occasional travel; some evening and weekend work.