

Position: **Senior Associate Director of Alumni Relations Marketing Communications**
Grade: **56**
Reports to: **Executive Director, AGP**

Overview:

The Senior Associate Director of Alumni Relations Marketing Communications is a leader in Advancement who is responsible for ensuring high-quality, brand-consistent marketing communications campaigns that engage the University's 100,000+ living alumni—with the ultimate goal of transforming them into potential volunteers and donors.

Reporting to the Executive Director, and in partnership with the Director of Digital Strategy and Engagement, the Senior Associate Director helps plan, execute and evaluate a comprehensive marketing communications strategy and implements demographic-driven communications from the University to its alumni.

The Senior Associate Director will have a strong record of progressive experience in modern communications, including evidence of strong writing and editing skills, interpersonal skills, presentation skills, and knowledge of marketing; proficiency with content management and social media tools; a strong understanding of effective graphic design and branding principles; as well as the ability to manage multiple and competing priorities in a dynamic environment. This position works collaboratively with members of the Advancement Communications creative team to ensure consistency of message and promote the overall institutional goals related to communications, philanthropy and engagement.

The Senior Associate Director will also collaborate with the data analytics team to ensure their excellence in collecting and improving quality of alumni data.

Responsibilities:

Marketing Communications Content Creation (50%)

- To strategically manage all alumni marketing and communications touch points. Ensure key organizational priorities and strategies are woven within all touch points. The Director leads the day-to-day execution of communications that focus on programming and events, regional and volunteer networks, class reunion programs, alumni education, benefits and services and student-alumni engagement. (25%)
- Under the direction of the Executive Director, is responsible for overall alumni marketing and engagement, which includes, but is not limited to: (20%)
 - Engagement strategies
 - Help create and bring to life marketing concepts that will encourage alumni to engage with the University; ultimately developing a path for event attendance, social media participation, philanthropy, and volunteerism
 - Program communications
 - Strategize, write, edit and manage creative collaboration
 - Feature content creation
 - Write and edit content for stories used across multiple mediums; identify alumni to feature; conduct interviews; and partner with fellow content creators to share work
 - Print
 - Manage print projects for programs and marketing campaigns
 - Videos
 - Help generate ideas and execution for potential video concepting and production

- Photography
 - Attend video shoots as a representative of the University and steward alumni who are being featured
- Non-traditional mediums
 - Identify other ways to market our message and campaigns
- With specific counsel from the Director of Digital Strategies, ensure all marketing campaigns offer major online components that include: (5%)
 - Digital campaigns
 - Websites
 - Social Media
 - Rochester Alumni Exchange

Management (30%)

- Direct two professional staff members; mentor, appraise, counsel, and recommend other personnel actions. Adherence to administrative policies.
- Oversee respective marketing budgets for Alumni Relations team in relation to the projects being produced.
- Other duties as assigned.

Analysis (20%)

- Perform consistent marketing analysis and offer solutions in an ever-adaptive and changing world of communications.
- Ensure best practices are being applied in day-to-day execution of tactics.

Values:

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

- Mission Driven
- Innovation
- Inclusion
- Team-Based Approach
- Job Satisfaction
- Communication
- Service Excellence
- Integrity

Qualifications:

- Bachelor's degree.
- 5-7 years of marketing, communications, journalism, alumni relations, development, or comparable experience.

Skills:

- Outstanding communication skills, including direct interpersonal skills.
- Ability to implement high-level marketing communications projects.

- Flexibility and adaptability.
- Excellent organization, project management, and proofreading skills, with an ability to manage and prioritize multiple projects with keen attention to detail.
- Extensive experience in writing, editing, and marketing preferred.
- Understanding of web-based technologies, including basic knowledge of HTML, design applications such as Photoshop and InDesign, and proficiency with the Microsoft Office suite of products.
- Ability to analyze, condense and synthesize information and ability to provide accurate analysis and summaries.
- A personal belief in mission, goals and objectives of private higher education and a desire to change the world.
- Ability to work as a member of a team to accomplish objectives. Occasional travel; some evening and weekend work.