

**Position:** Assistant Director of Alumni Relations  
**Grade:** 55  
**Reports to:** Director of Alumni Relations – Programs and Services

**Overview:**

The Assistant Director of Alumni Relations is a key member of the Alumni Relations team and has primary and ultimate responsibility for the design and implementation of successful alumni engagement programs throughout the country and worldwide. S/he will work independently and collaboratively with alumni relations and advancement officers in the academic units to coordinate and communicate about events. S/he will work with the director of alumni relations in developing strategic programs and tracking progress towards regional goals and maintaining program metrics. In addition, the Assistant Director will coordinate a variety of programs during Meliora Weekend and have frequent volunteer management responsibilities.

**Responsibilities:**

**70% Alumni Programs**

- ◆ 40% - Develop, plan and manage broad-based events including:
  - Strategic Planning:
    - Assist Director of Alumni Relations in establishing plans, tracking activity and maintaining progress towards program goals and metrics.
    - Manage a budget for assigned programs
  - Implementation:
    - Idea Generation: Analyze past events, regional trends and highlights and work with internal partners to develop programs for assigned regions.
    - Promotion: Coordinate regional marketing and communication for assigned events following internal communications process in collaboration with the Alumni Relations Communications team, speakers and internal partners.
    - Overall management: Of assigned programs including logistics, communications, budget
    - Follow Through: Travel to events, on site management, post event follow up.
- ◆ 15%- Collaboration:
  - Work closely with Alumni Relations and regionally based Advancement colleagues, particularly in the schools and units, Major Gifts and Annual Giving, to plan and coordinate University of Rochester activity in assigned regions.
- ◆ 15%- Alumni Outreach:
  - Meet with and steward alumni volunteers and donors.
  - Engage alumni in volunteer opportunities.
  - Promote alumni activity and interest on designated social media outlets

**25% Meliora Weekend**

Manage and implement several (anywhere from 2-8) Meliora Weekend events, as assigned. Events may include, but are not limited to:

- ◆ Faculty programming, reunion dinners, campus-wide events, VIP events. Additional events may be included based on magnitude of the specific event and availability.
- ◆ Additional logistical support as assigned

**5% General**

- ◆ Through meetings and conversations, work closely with other Advancement staff to engage existing prospects in alumni relations activities and also cultivate and identify new prospects

- ◆ May occasionally supervise student or temporary staff
- ◆ Field miscellaneous inquiries from alumni
- ◆ Other tasks and duties as assigned by the Director of Alumni Relations

**Requirements:**

- ◆ Bachelor's degree or equivalent experience; Master's degree preferred
- ◆ 4-5 years of alumni relations, event planning, development, volunteer management or comparable experience

**Skills:**

- ◆ Outstanding communication skills, including direct interpersonal skills
- ◆ Ability to work as a member of a team to accomplish objectives
- ◆ Ability to gather, condense and synthesize information and ability to provide accurate analysis and summaries
- ◆ Demonstrated ability to work with, motivate, and lead volunteers
- ◆ Experience with computer technologies and sophisticated software applications
- ◆ Monthly travel; evening and weekend work
- ◆ A personal belief in mission, goals and objectives of private higher education

**Preferred Background:**

- ◆ Experience directing advancement activities and working with donors and alumni leaders
- ◆ A general knowledge of institutional fundraising is preferred