THE UNIVERSITY OF ROCHESTER

Assistant Vice President, Alumni Relations

PG 98

GENERAL PURPOSE:

Reporting to the Associate Vice President of Alumni Relations, Annual Giving and Engagement, the Assistant Vice President of Alumni Relations serves as the principal oversight for the University of Rochester’s fully integrated, organization-wide alumni relations program and serves as the chief alumni relations officer for the university. The core purpose of alumni relations is to strategically engage alumni from all schools and units. He/she will provide strategic guidance and critical partnership to alumni relationships with the University of Rochester and the units. This position will focus on building a peer-to-peer class agent and volunteer structure that engages more than 400 volunteers. In addition, the incumbent will create and staff a regional strategy that includes young alumni, student programs and partnership with Admissions and the Gwen Greene Career Center. This position will be responsible for increasing the number of engaged constituents and in conjunction with the Associate Vice President measuring the engagement index. The Assistant Vice President will work to promote alumni volunteerism by creating an overarching alumni board and a regional volunteer structure.

SPECIFIC RESPONSIBILITIES:

35% Campus Partnerships

Provide leadership to staff in other departments with responsibilities for school and unit alumni programs to foster a comprehensive alumni relations program. Develop and implement plans for volunteer engagement in partnership with the offices of Career Services and Admissions. Consult with deans and appropriate Advancement staff in the development of alumni relations programs to support academic and University priorities. Ensure that campus academic leadership, particularly faculty, are engaged in alumni relations programs. Work with Medical Center colleagues to ensure events and programs meet needs of non-alumni, parents and friends. Develop partnerships with student organizations and university units that lead to greater involvement and/or service to alumni.

25% Staff Management and Administration

Serve as the chief alumni relations officer and oversee a team of professionals, generating engagement in the Rochester model, creating a balance of engagement
and giving. Direct planning, organization, development, implementation and evaluation of an alumni program design which is mutually beneficial to alumni and the university, strengthens the bond between alumni and the university and broadens the scope of general alumni interest and involvement with the university. Responsible for development and adherence and oversight of engagement metrics and alumni relations’ budget.

20% **Alumni and Volunteer Engagement**

Initiate and execute a plan to engage alumni leaders in meaningful volunteer roles on and off campus. Build and oversee regional club structure and alumni boards. Personally cultivate and nurture relationships with alumni individually and in groups regionally, nationally and internationally in support of Advancement and University goals.

10% **Engagement Metrics**

In conjunction with the Associate Vice President, develop and implement the Rochester Engagement Model, to measure, analyze tracks and encourage greater engagement through volunteerism, attendance and giving.

10% **Communications**

In collaboration with Advancement Communications and Annual Giving Communications teams, develop a strategic communications plan to communicate effectively with alumni through a variety of mediums

**EDUCATIONAL REQUIREMENTS:**

At minimum, ten years related work experience including at least five years in an Alumni Relations/Alumni Association/Advancement management or operations management capacity in an academic office. M.B.A. or an equivalent combination of experience and training preferred.

**TECHNICAL REQUIREMENTS:**

Microsoft Office Suite
Microsoft Outlook
PROFESSIONAL REQUIREMENTS:

- Impressive track record in cultivating and engaging volunteer leadership.
- Ability to conceptualize, design and implement alumni programming. Ability to direct the design of strategies for cultivation and development of volunteer prospects.
- Ability to work effectively with deans and directors, academic and University leaders and volunteers to insist in achieving fundraising and programmatic goals.
- A record of creatively building and leading successful alumni programs.
- Sincere commitment to the fundamental values of University Advancement and its leadership: teamwork, integrity, accountability, positive environment, and employee development and recognition.
- Demonstrated ability to improve the effectiveness of an organization.
- Ability to build a highly productive alumni relations program that will support the academic goals and priorities of UR Advancement.
- Demonstrated ability to realize complex goals and objectives through strategic planning.
- Ability to establish objectives, set performance standards, measure progress, and organize and motivate staff to achieve these goals in a positive, team-oriented environment.
- Experience in utilizing team management techniques in organizing and managing professional staff and volunteers.
- Familiarity with best practices in alumni relations and the issues facing higher education, especially as they impact the university.
- Management, communication, and interpersonal skills to effectively represent UR Advancement to internal and external constituents.
- Flexibility to travel extensively.

NOTE: This document describes typical duties and responsibilities, and is not intended to limit management from assigning other work as required