

**Position: Alumni and Annual Fund Engagement Officer, ESM**  
**Reports to: Executive Director, ESM**

**Overview:**

The Engagement Officer, as a member of the ESM Advancement team, primarily works on alumni engagement programs, but will also be involved in growing Eastman's annual fund and alumni participation rate. S/he works directly with alumni, students, Advancement colleagues and with the ESM staff, faculty and leadership.

**Responsibilities:**

**40% Alumni Programs and Outreach**

- Meet with faculty to review their portfolios of alumni, assess which alumni might qualify as major gift prospects, request research profiles and pass information along to gift officers when appropriate. Determine appropriate engagement strategies for other alumni through broader appeal events, awards and written highlights.
- Coordinate reunions for specific instruments and/or milestone years including 50th reunion class
- Coordinate event logistics for alumni affinity conferences (Such as American Guild of Organists, Music Educators Conference, etc)
- Plan and manage events designed to achieve other alumni engagement goals.
- Host 3-4 alumni happy hours a year

**10% Meliora Weekend @ Eastman**

- Manage Eastman's programming for reunion weekend.
- Partner with Eastman's Events and Activities Manager to coordinate logistics for 35+ Meliora Weekend activities, as assigned. Events may include reunion dinners, student activities, campus-wide events, or VIP events.
- Generate ideas and faculty interest in affinity groups to highlight in future reunion weekends

**10% Current Student Engagement Programs**

- Design and implement programs and events that engage students and reinforce lifelong connectedness to Eastman.
- Partner with central alumni relations to bring programming to Eastman campus including: candlelight ceremony during freshman orientation, I Heart ESM Day and Thank-A-Giver Day

### **15% Annual Fund**

- Manage growth of annual fund
- Manage efforts to increase alumni participation rate
- Partner with The Annual Fund Office to ensure timely and accurate solicitations for Eastman School of Music. Identify donor stories and other materials that can be used to better advance the annual fund goals with Eastman's constituents
- Provide tours and guidance for student callers
- Coordinate Reunion and Parent appeals
- Coordinate points of pride stewardship pieces
- Partner with Annual Giving and other Advancement staff to identify and increase the number of new volunteers and to engage and steward them toward future giving.

### **10% Communications**

- Understand achievements of living alumni and help the school recognize them – ie develop more robust alumni profiles and partner with Eastman Communications Department to share messages through appropriate Eastman and UR communications – Eastman Notes, EastmanMAIL, website, Rochester Review, social media
- Coordinate monthly e-newsletter, including alumni highlights
- Manage Eastman's awards program
- Develop program and communications plans for events and logistics.

### **5% General**

- Field miscellaneous inquiries from alumni.
- May occasionally supervise student or temporary staff.
- Work closely with other Advancement staff to engage existing prospects

### **5% Other Duties**

As assigned by the Executive Director

### **Qualifications:**

- Bachelor's degree, Masters preferred
- 3-4 years related experience working in alumni or student affairs preferred

**Skills:**

- Good 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
- 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
- Flexibility – given the changing demands of executing a capital campaign, responsibilities within this position may change