

Position: Associate Director of Regional and Volunteer Programs
Grade: 56
Reports to: Sr. Director of Alumni Relations – Regional and Volunteer Programs

Overview:

The Associate Director of Regional and Volunteer Programs has primary and ultimate responsibility for the strategy, design and implementation of successful alumni engagement programs in designated regions. S/he will serve as the main point of contact and strategic lead for regional event and volunteer activity and will work collaboratively with volunteers, alumni relations and advancement officers in the academic units to coordinate and communicate regional activity. S/he will work with the sr. director of alumni relations in developing strategic programs, managing volunteers and tracking progress towards regional engagement goals and maintaining program metrics. In addition, the Associate Director will coordinate a variety of programs during Meliora Weekend. Travel is required for this role.

Responsibilities:

60% Regional and Volunteer Programs

- ◆ **20% Strategic Planning:** Develop, oversee and implement overall engagement strategy for assigned regions.
 - Establish plans, track activity and maintain progress towards program goals and metrics.
 - Following the Rochester Model, partner with Advancement colleagues to maximize opportunities for alumni engagement (go, give, help)
 - Manage a budget for assigned regions

- ◆ **20% Volunteer Engagement:** Manage the overall volunteer strategy for each assigned region
 - Through meetings with Alumni Relations and Advancement colleagues, oversee the pipeline and placement of volunteers in appropriate roles.
 - Supervise and cultivate leadership volunteers including Board of Trustee Members, National Council Members and Regional Leaders.
 - Serve as the liaison to the Regional Club/Network
 - Recruit, train, manage and steward regional based volunteers
 - Meet with potential and current alumni volunteers and donors (30 – 50), measured annually.
 - Provide support/tools to volunteers for program implementation

- ◆ **20% Event Management:** Plan and manage both volunteer-led and broad-based events
 - Analyze past events, regional trends and highlights and work with volunteers and internal partners to develop programs for assigned regions.
 - Serve as a liaison to campus leadership in strategizing and implementing University priorities through regional events.
 - Manage execution of all logistical programming requirements and marketing initiatives.
 - Travel to events for on-site management.

15% Strategic Department Partnerships

Travel & Learn Program

- ◆ Manage alumni travel program that attracts both general and VIP customers across University constituencies.

- ◆ Oversee program selection, marketing, and management.
- ◆ Manage and track alumni participants, financial commissions, and report on status.
- ◆ Manage vendor relationships regarding program evaluation, reporting, contract negotiation and compliance, and marketing.

Coordinate, plan and manage Alumni Education Events

- ◆ Faculty Perspectives: a webinar series highlighting faculty research at the University
 - Invite, coordinate and coach faculty members to participate
- ◆ Faculty Stewardship Event

20% Meliora Weekend

Manage and implement several 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
- ◆ Field miscellaneous inquiries from alumni
- ◆ Other tasks and duties as assigned by the Sr. Director of Regional and Volunteer Programs

Requirements:

- ◆ Bachelor's degree. Master's degree preferred
- ◆ 5-7 years of alumni relations, event planning, development, volunteer management or comparable experience

Skills:

- ◆ Outstanding written, verbal and interpersonal skills.
- ◆ Experience in leading and motivating alumni relations/development staff
- ◆ Ability to work collaboratively with various constituent groups, colleagues, volunteers and campus partners.
- ◆ Demonstrated ability to recruit, manage, motivate, and lead volunteers
- ◆ Ability to gather, condense and synthesize information and ability to provide accurate analysis and summaries
- ◆ 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