

Position: Associate Director of Regional Volunteers and Programs
Grade: 56
Reports to: Senior Director of Alumni Relations – Regional Volunteers and Programs

Overview:

The Associate Director of Alumni Relations has primary and ultimate responsibility for the strategy, design and implementation of successful alumni engagement programs for a specified region as assigned. 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 Senior Director of Alumni Relations in developing strategic programs, managing volunteers and tracking progress towards regional engagement goals and maintaining program metrics. This region will require a thorough knowledge and a sophisticated approach to alumni and volunteer engagement. In addition, the Associate Director will coordinate a variety of programs during Meliora Weekend. Travel is required for this role.

Responsibilities:

75% Regional Volunteer and Programs

- ◆ **20% Strategic Planning:** Develop, oversee and implement overall engagement strategy for the a region as assigned.
 - 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)
 - Oversee the Advancement Event Strategy for assigned regions.
 - Manage a budget for assigned regions

- ◆ **20% Volunteer Engagement:** Manage the overall volunteer strategy for assigned regions.
 - 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 Network Leadership Cabinet.
 - 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 specified region(s).
 - Manage execution of all logistical programming requirements and marketing initiatives.
 - Travel to events for on-site management.

- ◆ **15% Leadership**
 - Oversight and management of one of or top 4 prioritized cities as well as additional city in the top 8 markets.

- Strategic leadership, oversight and coordination of one or more Signature/Anchor Events.

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 Alumni Relations

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.
- ◆ Ability to work collaboratively with various constituent groups, colleagues, volunteers and campus partners.
- ◆ Demonstrated ability to recruit, manage, motivate, and lead volunteers
- ◆ Detail orientated and experience with planning large scale events.
- ◆ 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 volunteers, faculty, donors and community leaders.
- ◆ A general knowledge of institutional fundraising is preferred