

# **Senior Director of Alumni Relations & Volunteer Engagement URMC Advancement Academic Programs**

Grade 58

## **Overview:**

The Senior Director of Alumni Relations and Volunteer Engagement for URMCAcademic Programs is responsible for the strategic planning, creation and implementation of a comprehensive alumni and student engagement program that fosters strong and life-long relationships. Constituents include alumni and students from the School of Medicine and Dentistry (SMD), School of Nursing (SON) and Eastman Institute for Oral Health (EIOH). This position reports to the Executive Director for URMCAcademic Programs and works collaboratively with colleagues in the URMCAcademic Programs, URMCAcademic Advancement, and leadership and administration in the three schools to maximize engagement to build loyalty, institutional pride, and volunteer and philanthropic support.

This role will involve some travel in support of various alumni events and visits with specific alumni of the different schools to drive engagement efforts and cultivate relationships. Additionally, the position will interact with the Deans and Directors of the schools, senior administration and faculty.

## **Principal Duties:**

Under the direction of the Executive Director, and with latitude for independent judgment, actively works with alumni and students of the School of Medicine, School of Nursing and Eastman Institute for Oral Health. Responsibilities include but are not limited to:

### **20% Alumni Engagement and Giving**

- Through meetings, visits and events, engage with alumni from SMD, SON and EIOH to further Go, Give, Help and Connect engagement. This will include some regional and national travel.
- Work collaboratively with assigned gift officers on potential volunteer engagement, donor stewardship and cultivation.
- Partner with URMCAcademic Relations and URMCAcademic Annual Giving and lead team to drive Go, Give, Help and Connect annual engagement goals/metrics. Reports monthly on Academic Program team progress related to Go, Give, Help and Connect.
- In collaboration with the URMCAcademic Annual Fund team led by the Assistant Director partner on the annual giving and reunion giving program to increase giving and participation, demonstrate impact and stewardship.

### **20% Volunteer Management and Engagement**

- Oversee the creation and management of alumni councils and other boards and committees to further enhance the alumni and student experience. This includes responsibilities such as council communications, new member onboarding, membership recruitment, appreciation/stewardship, engagement goals/activities and meeting support in partnership with alumni relation colleagues.
- Oversees the SMD Women in Medicine committee and the SMD reunion committees and serves as the lead for the 50<sup>th</sup> with the support of the Associate and Assistant Director.

- In partnership with UR Alumni Relations and the Associate Director and Assistant Directors develop and execute a plan to increase membership to the online and networking and mentoring community, the Meliora Collective and the Meliora Collective Mentorship program.

25% Alumni and Student Relations Programming and Events

- In collaboration with UR Advancement colleagues, develop and implement strategic programs that foster strong relations, goodwill and philanthropy with alumni and students from EIOH, SON, and SMD. A special focus on regional and affinity networks.
- Oversee the Meliora Weekend program planning and event execution for Academic Programs in partnership with the Associate Director and Assistant Directors. Partners with the team to set and exceed attendance and giving participation goals with the help of reunion volunteers and the team.
- Oversee the student and new alumni engagement programs (0-15 years out) for SMD, SON and EIOH led by the Assistant Director in partnership with student services. Develop innovative programs that build institutional pride amongst the student population. Educate graduating students about alumni benefits and engage them in programs.
- Recommends and implements value-added services for SMD, SON and EIOH alumni, such as alumni online communities and class notes, enhancements and maintenance of the alumni web pages and social media and broadcast emails. Works closely with UR Alumni Relations and UR Marketing/Communications.
- Maintains overall responsibility for SMD, SON and EIOH awards process, coordinating with alumni, and colleagues in URMCA Advancement, Stewardship and Communications in strong partnership with alumni relations colleagues who provide support.
- Troubleshoots alumni issues, responds to alumni inquiries and prepares correspondence to alumni partnering with the Associate Director and Assistant Directors. Oversees Class Notes for SMD, SON and EIOH led by the Program Assistant.
- In collaboration with UR Advancement colleagues (Annual Fund, Reunion Giving, UR Alumni Relations, Special Events, Communications, etc.), oversee the leadership and vision of events, including the engagement and programming and how they work together to enhance the alumni and student experience in the overall program such as Day of Giving, Day of Gratitude, and I Heart SMD, SON and EIOH Day.
- Represents the University, Medical Center, EIOH, SON, and SMD at events as needed.

25% Management and Planning

- Create and implement an annual plan that promotes alumni engagement and financial support through creative programming and thoughtful event strategies that reinforce priorities and goals of SMD, SON, and EIOH. Submit for approval by the Executive Director.
- Oversee day-to-day activities of the URMCA Advancement Academic Programs Alumni Relations including hands on project management, staff supervision and hiring, performance appraisals, and make recommendations on staffing structure and promotions. This role will directly oversee an Associate Director and two Assistant Directors.

5%     Communications

- Utilize print and electronic media to keep alumni abreast of SON, SMD, and EIOH news and to feature accomplishments of alumni, faculty, and students. Coordinate closely with Executive Director, Assistant Director, UR Advancement Communications, and URM C Public Relations to assure a unified and concerted outreach to alumni. Responsible for managing the review process and copy editing of all Academic Programs communications working closely with the Associate Director and Assistant Directors.
- In partnership with marketing/communications, plan an alumni communication strategy that incorporates institutional messaging and priorities to constituency programs in support of engagement and fundraising goals. Supervise the Assistant Director's role which includes liaison responsibilities to the annual funds involving appeals and stewardship and engagement programs.

5%     Other Duties

- Maintain a broad knowledge of key medical center areas of importance to the engagement of alumni.
- Additional responsibilities as assigned by the Executive Director for URM C Academic Programs.

**Basic Requirements:**

The Senior Director for Alumni Relations must have a Bachelor's degree, master's degree preferred, at least 10 years of development/alumni relations experience at a university or college or applicable work experience, supervisory experience and experience working with volunteers/boards. Familiarity with academic medical center's administration is a plus. This role will involve some travel, evening and weekend work.

**Skills:**

Other attributes needed are strong leadership and team building skills, excellent communication and organizational skills; commitment to the Meliora spirit of ever better and the University and URM C missions and values; strong supervisory skills; ability to collaborate and manage multiple projects; work effectively with volunteers, faculty, alumni, and friends; and the enthusiasm to represent URM C Academic Programs effectively to alumni and other constituents. The ability to adjust to changing priorities and challenges in a fast-paced environment, with a positive, can-do attitude is key. Advanced computer skills working in Microsoft Office is required.