

# **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, and maintenance of a wide-spread alumni engagement program that fosters strong relationships and goodwill with alumni. Constituents include alumni from the School of Medicine and Dentistry (SMD), School of Nursing (SON) and Eastman Institute for Oral Health (EIOH), as well as current students. 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 alumni engagement, avoid duplication of efforts, and build loyalty, institutional pride, and philanthropic support.

This role will involve travel in support of various alumni events and proactively visit with specific alumni of the different schools to drive engagement efforts and steward relationships. Additionally, it will have heavy interaction with Deans and Directors of the schools and clinical leadership

## **Principal Duties:**

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

### **35% Alumni Engagement**

- Through meetings, visits and events, connect and engage with alumni from SMD, SON and EIOH. This will include frequent regional and national travel.
- Work collaboratively with assigned gift officers on potential donor stewardship.
- Partner with UR Alumni Relations to drive the URMCAcademic role in Project 10,000

### **15% Council Leadership**

- Oversee the creation and maintenance of alumni councils and other boards and committees to further enhance the alumni experience.
- Works cooperatively with Student Services, particularly in SMD and SON, on young alumni (0-15 years out) and student engagement activities, information sharing and programs to develop innovative programs that build institutional pride amongst the student population. Educate graduating students about alumni benefits and engage them in programs. This will require creativity and the experimentation with different strategies for best results.

### **20% Alumni Relations Programming**

- In collaboration with URMCAcademic colleagues, develop and implement strategic programs that foster strong relations, goodwill and philanthropy with alumni from EIOH, SON, and SMD.

- Recommends and develops value-added services for SMD, SON and EIOH alumni, such as alumni online communities, continuing education credits, enhancements and maintenance of the web pages and social media and broadcast emails. Works closely with Central Alumni Relations for value added activities and programs.
- Maintains overall responsibility for SMD, SON and EIOH awards process, coordinating with alumni, and colleagues in URMCA Advancement, Stewardship and Communications.
- Troubleshoots alumni issues, responds to alumni inquiries and prepares correspondence to alumni.

10% Events

- 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 experience in the overall program.
- Oversee the planning and implementing of events by the assigned Assistant Director.
- Represents the University, Medical Center, EIOH, SON, and SMD at events regularly.
- Utilizes events to engage alumni individually and collectively in the life of the university.

10% Management and Planning

- Create and implement an annual plan that promotes alumni good will, engagement and financial support through creative programming and thoughtful event strategies that reinforce thematic content, 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 staff hiring and supervision, performance appraisals, and make recommendations on staffing structure and promotions. This role will directly oversee two Assistant Directors and have indirect oversight of the additional staff on the team.

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, UR Advancement Communications, and URMCA Public Relations in order to assure a unified and concerted outreach to alumni.
- Plan an alumni communication strategy that incorporates campaign messaging, themes, and priorities to constituency programs in support of campaign fundraising goals.

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 URMCA Academic Programs.

**Basic Requirements:**

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

**Skills:**

Other attributes needed are: excellent communication and organizational skills; the ability to meet deadlines and work effectively with volunteers, faculty, alumni, and friends; and the enthusiasm to represent URM Academic Programs effectively to alumni and other constituents. Advanced computer skills working in Microsoft Office is required. The ability to adjust to changing priorities and challenges in a busy environment, with a positive, can-do attitude is key.