

Position: **Assistant Director of Class Programs**
Grade: **55**
Reports to: **Director of Class Programs – Office of Alumni Relations**

Overview:

The Assistant Director of Class Programs has responsibility for the design and implementation of successful reunion programs and class volunteer opportunities in assigned classes for the University's Arts, Sciences, and Engineering undergraduate alumni. S/he will work collaboratively with advancement partners in the College and Central Advancement units to manage reunion volunteer recruitment, reunion committee activities, identify potential donors, solicit annual fund gifts, and design of class specific events that support the Reunion program. S/he will work closely with the Director to develop strategy and vision for class reunion programming and class volunteers in partnership with Reunion Class Giving partners.

Responsibilities:

65% Reunion Management: 4 College Reunion Classes

Manage the full range of activities to ensure a dynamic and successful reunion program for assigned classes, including managing and engaging key volunteers and donors to the University of Rochester. Responsibilities include:

- Volunteer recruitment and management (30%). Through one-on-one meetings and conversations, work closely with Advancement partners to identify, recruit, engage, and cultivate alumni in or about to be in a reunion year.
- Manage Reunion Committee activities (10%) focused on promoting reunion attendance and giving, classmate to classmate outreach and participation in the class gift campaign. Monitor the class gift campaign goals, promote 100% participation from committee members, and educate volunteer committee members in peer solicitation to ensure achieving class participation goals.
- Program design. (15%) Through meetings and conversations, design class events leading up to and during Meliora Weekend that will engage alumni and build enthusiasm and interest in Reunion/Meliora Weekend and the University.
- Represent the University and the Reunion Program at Alumni events in various cities around the United States as needed and at Meliora Weekend.
- Responsible for the success of 3- 6 class reunion programs (5%) that include all outreach and events associated with each class.
- Lead the reunion efforts around reunion data, communications and marketing or events on the direction of the Director (5%).

10% Class Programs Management: 10 College Classes

- Provide class volunteer management to help keep classmates connected during reunion and non-reunion years, including recruitment and retention, communications, stewardship, leadership development and training.
- Collaborate with volunteers on a variety of projects, such as off-reunion year programming, promoting class attendance at regional alumni events, sending class communications, promoting and advocating giving to the university, and searching for lost alumni to reconnect them to the University.
- Developing a social media plan in collaboration with volunteers for class or regional alumni events, classmate news and/or updates, Meliora Weekend, University news and/or updates, etc.

- Through one-on-one meetings and conversations, work closely with Advancement partners to identify, recruit, engage, and cultivate alumni in assigned class years, that include a range of 10 classes.

5% Marketing and Communications

- Work with the Director to review and modify all marketing materials in order to ensure web pages, printed mailings, e-mail messages, and other vehicles of promoting reunion and keeping alumni connected with their classmates and the University are relevant and effective.

15% Travel and Personal Outreach

- ◆ National travel is required for visiting alumni in or about to be in reunion year for the purposes of volunteer recruitment, promoting reunion attendance and giving, discovery and qualification of prospective donors. A minimum of 50 purposeful, face-to-face meetings in a reunion year is required.

5% Goal Setting and Analysis

- ◆ Responsible for operating plans, class reunion attendance reports, and analysis of class reunion program performance on a regular basis.
- ◆ Continued training, professional development and gaining of overall University knowledge through regular meetings with unit-based colleagues, faculty and staff; training on UR Advancement protocols and procedures; technical training on Advancement's prospect management system; honing of professional skills through seminars, conferences, training and individual mentoring; Participation in all Annual Giving meetings and activities.
- ◆ Other tasks and duties as assigned by the Director.

Qualifications:

- ◆ Bachelor's degree or equivalent experience
- ◆ 4 or more years of alumni relations, development, or comparable experience.

Skills:

- ◆ Outstanding communication skills, including direct interpersonal skills.
- ◆ Demonstrated ability to work with, motivate, and lead volunteers
- ◆ Demonstrated ability to think creatively and develop innovative programs and solutions to problems
- ◆ Ability to analyze, condense and synthesize information and ability to provide accurate analysis and summaries.
- ◆ Experience directing advancement activities and working with donors and alumni leaders.
- ◆ Ability to diplomatically overcome objections and effectively persuade key constituents.
- ◆ Experience with computer technologies and sophisticated software applications.
- ◆ A general knowledge of institutional fundraising is also preferred.
- ◆ 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.
- ◆ Some evening and weekend work is required.

- ◆ Willingness to promote philanthropy for the University.