

JOB DESCRIPTION

Job Title (30 character limit)	Director of Alumni Relations Marketing Communications	Job Code	
Division/Function	Marketing Communications and Donor Engagement	Career Level/ Grade Level	58
Reports To	Executive Director, Advancement Marketing Communications	FLSA	

GENERAL PURPOSE

The General Purpose provides a concise, high level overview of the role, level, and scope of responsibility consisting of 3-4 sentences. It provides a basic understanding of the job and a concise summary of why the job exists and how it makes an impact.

The Director of Alumni Relations Marketing Communications is a leader in Advancement who is responsible for ensuring high-quality, brand-consistent marketing communications campaigns that engage the University's 120,000+ living alumni—with the goal of transforming them into potential volunteers and donors.

Reporting to the Executive Director, the Director helps plan, execute, and evaluate a comprehensive marketing communications strategy and implements demographic-driven communications from the University to its alumni. The Director will have a strong record of progressive experience in modern communications, including evidence of strong writing and editing skills, interpersonal skills, presentation skills, and knowledge of marketing; proficiency with content management and social media tools; a strong understanding of effective graphic design and branding principles; as well as the ability to manage multiple and competing priorities in a dynamic environment. This position works collaboratively with members of the Advancement Communications creative team to ensure consistency of message and promote the overall institutional goals related to communications, philanthropy, and engagement.

The Director will also collaborate with the data analytics team to ensure their excellence in collecting and improving quality of alumni data.

JOB DUTIES AND RESPONSIBILITIES

This section contains a description of the 4-7 separate duties and responsibilities that make up the position. Assign each responsibility a percentage of time (increments of 5% and no one responsibility greater than 25%) to total 100%. Select an indicator (Y/N) for essential function and remote work. Job Duties should be listed in order of percentage of time, with highest percentage first. When estimating percentage of time, it can be considered that 10% of a week is 5 hours or 5 weeks in a year.

Responsibility	% of Time Spent (Must total 100%)	Essential* Function (Y/N)	Can Be Performed Remotely (Y/N)
<p>Content Creation & Management - Ensure key organizational priorities and strategies are woven into all alumni marketing and communications touch points. The Director leads the day-to-day execution of communications that focus on programming and events, regional, affinity, and volunteer networks, class reunion programs, alumni education, benefits and services, recent alumni engagement, and student-alumni engagement.</p> <ul style="list-style-type: none"> • Serve as managing editor of the <i>Rochester Buzz</i> e-newsletter publication and coordinate content and tone. • Serve as a conduit between Alumni Relations and University Communications to strengthen class notes and alumni/Advancement content. 	25%	Y	Y



Responsibility	% of Time Spent (Must total 100%)	Essential* Function (Y/N)	Can Be Performed Remotely (Y/N)
<ul style="list-style-type: none"> Strategize and oversee all Alumni Relations promotional products in coordination with University branding. 			
<p>Alumni Marketing and Engagement - Under the direction of the Executive Director, create and implement marketing and engagement strategies using a variety of mediums, which includes, but is not limited to:</p> <ul style="list-style-type: none"> Engagement strategies: <ul style="list-style-type: none"> Help create and bring to life marketing concepts that will encourage alumni to engage with the University; ultimately developing a path for event attendance, social media participation, philanthropy, and volunteerism. Strategic oversight and management of alumni website in coordination with Digital team. Collaborate with Annual Giving Programs to strengthen the digital presence on the alumni website, with a particular focus on building the bridge from young alumni engagement over to giving, as well as class programs and student marketing. Program communications: <ul style="list-style-type: none"> Strategize, write, edit, and manage creative collaborations. Lead reunion and class programs communications and marketing as a strategic priority for Advancement. Provide innovative ideas, creative concepts, and thoughtful execution of communication through a variety of mediums and segmentation models. Develop, manage, and execute large-scale strategic plans and schedules for flagship events including Meliora Weekend, REAL Conversations, Career Conversations, Volunteers in Partnership Leadership Conference, and Reunion celebrations. Feature content creation: <ul style="list-style-type: none"> Identify alumni to feature; partner with fellow content creators; and edit content for stories used across multiple mediums Print: <ul style="list-style-type: none"> Manage print projects and marketing campaigns for programs Videos: <ul style="list-style-type: none"> Help generate ideas and execution for potential video concepting and production Non-traditional mediums: <ul style="list-style-type: none"> Identify other ways to market our message and campaigns 	25%	Y	Y
<p>Digital Marketing - With specific counsel from the digital marketing team, ensure all marketing campaigns offer major online components that include:</p> <ul style="list-style-type: none"> Digital email campaigns Websites Social Media (paid and organic) 	5%	Y	Y
<p>Management</p> <ul style="list-style-type: none"> Direct two professional staff members; mentor, appraise, counsel, and recommend other personnel actions. Adherence to administrative policies. 	25%	Y	Y

Responsibility	% of Time Spent (Must total 100%)	Essential* Function (Y/N)	Can Be Performed Remotely (Y/N)
<ul style="list-style-type: none"> Lead, manage, and serve as the primary Advancement liaison to the Alumni Board Communications Committee, a sub-committee of the National Alumni Board which serves as an advisory panel for alumni communications. Provide input on marketing budgets for Alumni Relations team and anticipate needs and expenses. 			
Analysis <ul style="list-style-type: none"> Collaborate with the Assistant Director of Data to review marketing analysis and offer audience solutions in an ever adaptive and changing world of communications. Ensure best practices are being applied in day-to-day execution of tactics. 	15%	Y	Y
Other duties as assigned	5%		

**Essential functions are those functions that the individual who holds or desires the position must be able to perform with or without a reasonable accommodation. A job function may be deemed essential based upon several factors such as whether: 1. the position exists for performance of the function; 2. the number of employees available who can perform the function and limitations on the ability to reassign it; or 3. the degree of skill or expertise required to perform the function.*

QUALIFICATIONS

This section lists the level of job knowledge (such as education, experience, knowledge, skills and abilities) necessary to do this job and whether it is required or preferred. Required qualifications are the minimum level of qualifications needed to perform this job. Preferred qualifications are "nice to have", but are not essential to the day-to-day functions of the job.

	Description	Required/Preferred
Minimum Education	Bachelor's Degree	Required
Experience	5 – 7 years of marketing, communications, journalism, alumni relations, development, or equivalent combination of education and experience	Required
Knowledge, Skills & Abilities	<p>Outstanding communication skills, including direct interpersonal skills; ability to implement high-level marketing communications projects; flexibility and adaptability; excellent organization, project management and proofreading skills; and ability to manage and prioritize multiple projects with a keen attention to detail; extensive experience in writing, editing and marketing; understanding of web-based technologies, including basic knowledge of HTML, design applications such as Photoshop and InDesign, and proficiency with the Microsoft Office suite of products; ability to analyze, condense and synthesize information and ability to provide accurate analysis and summaries. A personal belief in the mission, goals and objectives of private higher education and a desire to change the world.</p> <p>Occasional travel: some evening and weekend work required.</p>	
Certification		

JOB SCOPE

Place an "X" next to the **ONE** statement that applies the majority of the time in each category.

Critical Thinking	
	Basic level of problem solving ability. Follows policies and procedures where facts are readily available.
	Moderate level of problem solving ability. Gathers and interprets data to solve routine problems that require verification. Some independent judgement required.
X	Independent level of problem solving ability. Resolves semi-complex problems that require independent judgement.
	High level of problem solving ability. Integrates and interprets data from diverse sources to find solutions to very complex problems.
Freedom to Act	
	Work is closely managed and reviewed for accuracy and adequacy. Follows specific, outlined and detailed instructions.
	Work is accomplished with moderate supervision. Follows established and detailed directions. Work is reviewed for accuracy and overall adequacy.
X	Work is accomplished with limited direction. Determines and develops approach to solutions. Work is evaluated upon completion to ensure objectives have been met.
	Work is accomplished without considerable direction. Exercises judgement in selecting methods, techniques, and evaluation criteria in obtaining results. Exerts significant latitude in determining objective of assignment. Takes calculated risks with consultation from an expert.
	Works with minimal direction toward predetermined long-range goals. Acts independently to determine methods and procedures on new or special assignments. Determines and pursues courses of action essential in obtaining desired results. Takes calculated risks.
Supervision of others (including hire/fire)	
	No supervisory responsibility
	Non-supervisory leader (Example: team leader, coordinator, or mentor)
X	Supervisory (two or more fulltime direct reports or equivalent)
Planning	
	Executes goals and objectives established by supervisor or manager.
	Develops individual goals and sets individual daily priorities and tasks. Goals and objectives are monitored by supervisor or manager.
X	Develops and executes goals and objectives for a department or functional group. Recommends and gives input to strategic initiatives.
	Creates business strategies for long-term strategic objectives. Monitors results of initiatives.
Consequence of Error	
	Failure to accomplish results can normally be overcome without significant effect on the organization.
X	Failure to achieve results or erroneous judgements may require allocation of additional resources to correct and/or achieve goals.
	Failure to obtain results or erroneous judgements or recommendations would normally have serious results and may require substantial expenditure of resources to correct and/or achieve goals.
	Erroneous decisions or recommendations would normally result in the inability to reach crucial organizational objectives and may have prolonged effect, as well as the expenditure of substantial resources.
	Erroneous decisions or recommendations would normally result in failure to reach goals crucial to significant organizational objectives and would profoundly affect the image of the organization.
Financial Responsibility (Please check all that apply)	
	Signing responsibility
X	Manage pre-determined budget
	Independent judgement and responsibility to develop employer or departmental budget
	Responsible for revenue generating processes less than or equal to \$1M
	Responsible for revenue generating processes \$1M to \$5M
	Responsible for revenue generating processes greater than \$5M
	Independent judgement and authority to commit the employer in matters of significant financial impact

PHYSICAL/SENSORY REQUIREMENTS AND WORKING ENVIRONMENT

Indicate the physical/sensory requirement for each activity. Also indicate weight requirements where applicable

Activity	Rarely, Occasionally, Frequently, Continuously or N/A**	Weight***
Stationary Standing	Occasionally	
Sitting	Frequently	
Walking	Frequently	
Crawling	Rarely	
Balancing	Rarely	
Lifting/Carrying	Rarely	Up to 20 lbs
Pushing/Pulling	Rarely	
Bending	Rarely	
Squatting	Rarely	
Kneeling	Rarely	
Twisting/Turning	Rarely	
Climb	Occasionally	
Stoop	Rarely	
Overhead Reaching	Rarely	
Typing/Keyboarding	Frequently	
Driving (car/equipment)	Occasionally	
Critical Thinking/Organization	Continuously	
Talking on Phone	Frequently	
Talking in Person	Frequently	
Hearing in Person	Frequently	

****Key to frequency codes:**

R = Rarely (less than 0.5 hours per day)

C = Continually (5.6 - 8.0 hours per day)

O = Occasionally (0.6 - 2.5 hours per day)

N/A = Not Applicable

F = Frequently (2.6 - 5.5 hours per day)

***Weight: Up to 10lbs; Up to 20lbs; Up 35lbs; Up to 50lbs; Greater than 50lbs

Hazard Assessment

Please enter a "Y" next to any hazard that this job is subjected to in a **normal** workday

Hazard Present (Y/N)	Hazard Type	Hazard Description
N	Chemical	<p>Toxic: A chemical that exposes a person by absorption through the skin, inhalation, or through the blood stream that causes illness, disease, or death. The amount of chemical exposure is critical in determining hazardous effects. 1910.1000 for chemical hazard information.</p> <p>Flammable: A chemical that, when exposed to a heat ignition source, results in combustion. Typically, the lower a chemical's flash point and boiling point, the more flammable the chemical. Check MSDS for flammability information</p> <p>Corrosive: A chemical that, when it comes into contact with skin, metal, or other materials, damages the materials. Acids and bases are examples of corrosives.</p>
N	Explosion	Chemical Reaction: Self-explanatory



		Over Pressurization: Sudden and violent release of a large amount of gas/energy due to a significant pressure difference such as rupture in a boiler or compressed gas cylinder.
N	Electrical	Shock/Short Circuit: Contact with exposed conductors or a device that is incorrectly or inadvertently grounded, such as when a metal ladder comes into contact with power lines. 60Hz alternating current (common house current) is very dangerous because it can stop the heart. Fire: Use of electrical power that results in electrical overheating or arcing to the point of combustion or ignition of flammables, or electrical component damage. Static/ESD: The moving or rubbing of wool, nylon, other synthetic fibers, and even flowing liquids can generate static electricity. This creates an excess or deficiency of electrons on the surface of material that discharges (spark) to the ground resulting in the ignition of flammables or damage to electronics or the body's nervous system. Loss of Power: Critical equipment failure as a result of loss of power.
Y	Ergonomics	Strain: Damage of tissue due to overexertion (sprains and strains) or repetitive motion. Human Error: A system design, procedure, or equipment that is error-provocative. (A switch goes up to turn something off).
N	Excavation (Collapse)	Soil collapse in a trench or excavation as a result of improper or inadequate shoring. Soil type is critical in determining the hazard likelihood.
N	Fall (Slip, Trip)	Conditions that result in falls (impacts) from height or traditional walking surfaces (such as slippery floors, poor housekeeping, uneven walking surfaces, exposed ledges, etc.)
N	Fire/Heat	Temperatures that can cause burns to the skin or damage to other organs. Fires require heat source, fuel, and oxygen
N	Mechanical/ Vibration (Chaffing/ Fatigue)	Vibration that can cause damage to nerve endings or material fatigue that results in a safety-critical failure. (Examples are abraded slings and ropes, weakened hoses and belts.)
N	Mechanical Failure	Self-explanatory; typically occurs when devices exceed designed capacity or are inadequately maintained.
N	Mechanical	Skin, muscle, or body part exposed to crushing, caught-between, cutting, tearing, shearing items or equipment.
N	Noise	Noise levels (>85 dBA 8 hr TWA) that result in hearing damage or inability to communicate safety-critical information
N	Radiation	Ionizing: Alpha, Beta, Gamma, neutral particles, and X-rays that cause injury (tissue damage) by ionization of cellular components. Non-ionizing: Ultraviolet, visible light, infrared, and microwaves that cause injury to tissue by thermal or photochemical means.
N	Struck by (Mass Acceleration)	Accelerated mass that strikes the body causing injury or death. (Examples are falling objects and projectiles.)
N	Struck Against	Injury to a body part as a result of coming into contact of a surface in which action was initiated by the person. (An example is when a screwdriver slips.)
N	Temperature Extreme (Heat/Cold)	Temperatures that result in heat stress, exhaustion, or metabolic slow down such as hypothermia.
N	Visibility	Lack of lighting or obstructed vision that results in an error or other hazard.
N	Weather	Phenomena (Snow/Rain/ Wind/Ice) Self-explanatory.

Approvals

HR Business Partner:

Compensation Analyst:

Approver:

Signature

Date

