Position: Assistant Director of Alumni Engagement, Simon School Advancement
Grade: 55
Reports to: Senior Director of Alumni Engagement

Overview:
The Assistant Director of Alumni Engagement has responsibility for the strategy and implementation of successful alumni engagement communications and programs through close strategic consult with the senior director. S/he will work with the senior director of alumni engagement in developing and implementing a strategic plan for all alumni, with specific oversight of the recent graduate and student population. This position will be focused on events and communications with responsibility for operational execution, accuracy and timeliness of communications and donor stewardship. The ultimate goal of this role is to broaden and strengthen engagement, connectivity and philanthropy to the School by alumni, students and friends through this work. This includes improving alumni survey results, as well as giving participation rates, event attendance, communication responses and other key metrics. In addition, the Assistant Director will oversee the class gift campaign and several events.

This role will require occasional travel.

Responsibilities:

60% Alumni operations for events and communications

- Event execution – production schedule, list acquisition, layout and execution of plan
  - From conception to post-event, this role will manage events of various sizes and objectives in coordination with the Senior Director of Alumni Engagement and in alignment with organizational goals. Specific responsibilities to include: articulation of event objectives and goals; logistics such as venue, catering, AV; list generation and invitation design and coordination; expense and budget tracking; coordination of speakers and content; preparation of leadership and staff briefings; back-end of events in OASIS, iModules, and Intranet; on-site event management, and post-event analysis. (40%)

- Regular alumni communications: e-newsletters, regular updates from dean and leadership about rankings, upcoming events and other important news
  - Oversee and manage all communication activities in the Simon Advancement office, including the relationship between Simon and Advancement Communications, to include:
    - Oversee production of monthly e-newsletter
    - Execute messages from the dean and school news via Emma
    - Facilitate ranking survey emails
    - Develop social media strategy for events and volunteer engagement (20%)

25% Recent graduate and student giving and engagement oversight

- Design and implement programs and events that engage recent graduates and students and reinforce lifelong connectedness to Simon.
- Management of class gift campaign.

5% Donor stewardship and reporting: assist with stewardship outreach, run regular reports, proof for accuracy against database of record

5% Assist Senior Director of Alumni Engagement with volunteer management
5% Other Duties
- As assigned by Senior Director of Alumni Engagement.

Requirements:
- Bachelor’s degree and at least 4 years of relevant experience in alumni relations, event planning, development, project management, volunteer management or comparable experience is required, or an equivalent combination of experience and education.

Skills:
- Outstanding written, verbal and interpersonal skills.
- Ability to work collaboratively with various constituent groups, colleagues, volunteers and campus partners.
- Demonstrated ability to work with, motivate, and lead volunteers.
- Ability to gather, condense and synthesize information and ability to provide accurate analysis and summaries.
- Excellent organization, project management, and proofreading skills, with an ability to manage and prioritize multiple projects with keen attention to detail.
- Occasional travel; some 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 donors and alumni leaders.
- A general knowledge of institutional fundraising is preferred.
- A strong international knowledge, particularly of China, to help the School build its international alumni program.