

Spec. Code: 1065  
Occ. Area: 03  
Work Area: 215  
Prom. Lines: None  
Prob. Period: 6 mo.  
Effective Date: 08/15/12  
Last Action: Rev.

## **ASSISTANT DIRECTOR OF ALUMNI RELATIONS**

### Function of Job

Employees in this series, under administrative supervision from a designated supervisor, assist with and oversee/coordinate the administration of a university alumni office or sub-unit and assist the Director in the coordination and direction of events as delegated.

### Characteristic Duties and Responsibilities

1. Assists with the administration, coordination, and direction of traditional and special events of a university in which alumni participate (such as homecoming, all-alumni weekends, inaugurations, and class/departmental reunions)
2. Assists with the promotion and activities of alumni clubs and chapters, locally and nationally, including assuming full responsibility for planning and conducting meetings as assigned
3. Assists in maintaining and updating Alumni websites, online newsletters, marketing or promotions social media (e.g., Facebook, Twitter, etc.), and any other alumni-related electronic communication
4. Cooperates with general faculty, staff, administrators, and students in their requests and other activities as they relate, either directly or indirectly, to the interest of alumni
5. Assists with the supervision of Alumni programs, student workers, graduate assistants and staff members, as assigned
6. Remains informed about university matters that are pertinent to alumni and to the operation of an office of alumni relations
7. Works with fund-raising programs focused on developing the university
8. Assists in monitoring Alumni Program's budget including general revenue and foundation accounts
9. Maintains information databases and prepares reports as needed (e.g., mailing lists, data analysis reports, etc.) and/or directs staff members in preparing reports
10. Assists with strategic initiatives and planning involving alumni outreach (such as obtaining ideas for alumni events)

11. Serves on university committees on behalf of the alumni office
12. Serves as liaison to the board of directors for the alumni association, may facilitate these meetings as well
13. Performs other related duties as assigned

#### MINIMUM ACCEPTABLE QUALIFICATIONS

##### CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Bachelor's Degree (120 semester hours) in communications, business administration, marketing, public relations, or a closely related field.

##### KNOWLEDGE, SKILLS, AND ABILITIES (KSAs)

1. Knowledge of customer service – the principles and processes for providing customer and personal services (customer needs assessment, meeting quality standards for service, and evaluation of customer satisfaction)
2. A working knowledge of office technology (word, excel, and necessary databases)
3. Strong written and oral communication skills with an understanding of organizational policy and procedure theory
4. Judgment and decision making skills – they can consider the costs and benefits of potential actions to choose the most appropriate one
5. Ability to understand and relate to the interests of present and former students
6. Ability to write and edit informational news releases that are representative of university activities that would be of interest to former students
7. Ability to prepare and present speeches to alumni groups
8. Ability to handle difficult and stressful situations
9. Ability to supervise others
10. Ability to handle a large volume and a variety of details accurately and set priorities
11. Ability to adapt in an ever-changing environment
12. Ability to coordinate activities of a staff
13. Ability to pay attention to detail