



DESCRIPTION, DUTIES & EXPECTATIONS OF POSITION

POSITION TITLE:	ASSISTANT DIRECTOR OF ALUMNI ENGAGEMENT
PERSONNEL CLASSIFICATION:	ADMINISTRATIVE STAFF, FULL-TIME
DEPARTMENT:	OFFICE OF DEVELOPMENT AND COLLEGE RELATIONS
DEPARTMENT HEAD:	VICE PRESIDENT FOR DEVELOPMENT AND COLLEGE RELATIONS
IMMEDIATE SUPERVISOR:	DIRECTOR OF ALUMNI ENGAGEMENT

OVERVIEW: As a member of the development and college relations team, the Assistant Director of Alumni Engagement plans and implements a comprehensive alumni engagement program designed to more broadly and deeply reconnect and integrate alumni with Monmouth College. The program will target diverse segments of the alumni body and focus on programming that will reach, serve and engage alumni; therefore, enhancing their potential to serve and support the College as volunteers. A successful program of alumni engagement will build pride, strengthen their involvement, and increase their philanthropic and non-philanthropic support of the College. The banner under which Alumni Relations will operate is the notion that the undergraduate education at Monmouth College is an enduring value, and the relationships and personal growth that develop during those four years enrich alumni lives forever.

ESSENTIAL DUTIES: Responsibilities may include, but are not necessarily limited to the following:

- Work with the Director of Alumni Engagement, plan, organize and execute a series of regional and national alumni events annually within the scope of the alumni budget and overall alumni strategy.
- Coordinate reunion programming that is positioned to engage alumni from milestone reunion years. Through this work, coordinate class reunions & gift campaigns for milestone anniversary classes, including the scheduling of reunion committee meetings and teleconferences, providing information to committee members for screening and rating alumni lists, developing solicitation strategies for reunion classes, tracking progress on gift solicitations, and assisting with class reunion event plans.
- Maintain a relationship with class agents, facilitating an annual communication plan for each Monmouth College class and recruiting new class agent volunteers as needed.
- Initiate events, activities and programs that promote school spirit and instill among current students a sense of pride and philanthropy in their college and the value of

maintaining a life-long relationship with Monmouth College, alumni, and fellow students. Provide guidance for organization structure, possible involvements on campus and with alumni, and continual growth of the group through their mission.

- Oversee the execution of a successful fall Homecoming weekend and Golden Scots Celebration weekend, including
 - With the Director of Alumni Engagement and campus community, develop and implement programming attractive to alumni.
 - Utilize the College website and email communications to publicize the event(s) and inform alumni, members of the campus community and other attendees.
 - Work with the Communications/Marketing team or outside vendor to create informative and appealing event marketing materials. Coordinate the mailing lists with the Alumni Relations Coordinator and facilitate the timely completion of the project.
 - Incorporate alumni awards events and reunion activities into the overall plan.
- With the Director of Alumni Engagement, organize and execute a communications and marketing plan for alumni engagement events and monthly e-newsletter.
- Work with the Communications/Marketing office, create and execute a weekly strategic social media communications plan for the Monmouth College Alumni Facebook page, and other alumni social media accounts. Promote and recognize alumni through the college website as well as the social media outlets. Utilize streaming video, photos, music, graphics, etc.
- Serve as ex officio to the Committees of the Alumni Board of Directors. Attend and participate in meetings of the board.
- Work with the Director of Alumni Engagement to establish quantifiable objectives for alumni engagement in College activities and relationship building opportunities.
- Coordinate surveys of alumni; track and analyze results and recommend opportunities for improvement.
- Work with the Student Life team to coordinate and execute the Commencement weekend activities, such as the Senior Send-off. This may include managing work orders, securing vendors, speakers and special guests, overseeing set-up and tear down and other tasks to ensure a successful event.
- Update supervisor regularly about progress on projects including preparing and distributing daily, weekly, and monthly results and statistics.
- Performs other duties as assigned.

SUPERVISION:

- Indirectly supervises Alumni Relations Coordinator as well as student workers and interns.

JOB REQUIREMENTS/QUALIFICATIONS (required unless otherwise noted):

- A minimum of a bachelor's degree.
- Professional and/or volunteer experience in philanthropic fundraising, nonprofit organizations, public relations, advertising, marketing, or a related field is preferred.
- Excellent interpersonal, writing, and speaking skills.
- Ability to work independently and cooperatively on a team. A strong work ethic and attentiveness to detail are required.
- Ability to multi-task and keep more than one project on schedule at the same time.

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- Outstanding determination to motivate and engage students, alumni and parent volunteers individually and in groups; ability to be comfortable asking students, alumni and parents to assist with College projects.
- Familiarity with, and appreciation for, the role of the small liberal arts college is essential.
- Ability to maintain good relationships with professional colleagues, donors, alumni, parents, faculty, staff, and students is required.
- Computer literacy skills to perform duties of the position including working knowledge of shared database systems, Word, Excel, Publisher and PowerPoint.
- Must be willing to travel and work nights and weekends.

GENERAL EXPECTATIONS OF POSITION: Regular attendance on the job is an essential function of the position. Maintain regular and timely work hours as assigned by the position supervisor, and be prompt in arriving at the office every day; normal office hours are 8 a.m. to 5 p.m., Monday through Friday; regular schedule may be adjusted to reflect certain responsibilities. Work at least eight hours each day (not including breaks and lunch periods). Work additional time (weekends and evenings) as necessary to successfully carry out all position responsibilities and achieve program goals and results. Instructions and assignments are to be carried out in a manner that promotes and is consistent with the intrinsic goals of Monmouth College. All requirements are subject to change, with possible modifications made to reasonably accommodate individuals with disabilities.

WORK RELATIONSHIPS: Reports to the Director of Alumni Engagement, and works directly with other members of the Development and College Relations Staff. The Assistant Director of Alumni Engagement will have daily contact with donors and associated persons and frequent contact with staff, faculty, students, other members of the campus community and public.

ADDITIONS, AMENDMENTS, AND DELETIONS: The whole or any portion of this Position Description may be added to, amended, or deleted at any time by the position supervisor, department head or President.

DISTRIBUTION: One (1) copy of this document will be provided to the employee, immediate supervisor, and department head. An additional copy will be maintained in the employee's personnel file.