

## Job Description

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<b>Job Title:</b>	Alumni Advancement Officer
<b>Department:</b>	Faculty of Health
<b>Reports To:</b>	Director of Advancement, Health and Senior Director, Alumni Relations
<b>Jobs Reporting:</b>	Alumni Assistant (co-op)
<b>Salary Grade:</b>	USG 8-10
<b>Effective Date:</b>	January 2021

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### **Primary Purpose**

Reporting jointly to the Director of Advancement, Health and the Senior Director, Alumni Relations (Office of Advancement) the Alumni Advancement Officer will plan and implement components of the Health Advancement program, including new initiatives and strategies to strengthen relations between the Faculty of Health, its alumni and friends.

Alumni Advancement Officer (AAO) responsibilities are split between Advancement (fundraising) and Alumni Relations. The AAO fundraising focus will be on alumni giving to further build and develop the advancement pipeline and create a culture of philanthropy.

The AAO oversees a wide range of engagement programs that should be mutually beneficial to alumni and the Faculty of Health including: reunions, convocation, geographic alumni events, volunteer engagement programs, future-alumni program (including student-alumni bridge program) and the Health Alumni Achievement Awards. This role is also responsible for overseeing alumni communications which include the Faculty of Health alumni magazine and social media.

The AAO is a member of the Dean's Office and the Health Advancement Team and works collaboratively with staff/faculty tasked with alumni responsibility in the Faculty of Health's academic units. Activities may include: recruiting alumni volunteers for unit activities, student mentorship, or assisting units with emailing alumni to ensure University communication rules are maintained.

### **Key Accountabilities**

#### **Planning and evaluation of advancement initiatives, including but not limited to the following:**

- Develops annual alumni and future alumni activities and budget in support of Health's strategic advancement plan that specifically target the identification, implementation, management and evaluation of components of the Advancement program.
- Develops strategies and targeted communications for the development program and special fundraising initiatives with direction from the Director of Advancement.
- Identifies, plans, implements, manages and evaluates components of the Advancement programs that offer professional and personal opportunities/services to graduates.
- Acts as Health liaison to the Office of Advancement for all alumni programs, services and activities; represents Health as an active member of the Alumni Professionals Group.
- Monitors and updates progress monthly.

#### **Relationship-building programing, engagement, and recruitment, including but not limited to the following:**

- Identifies and develops an active pipeline of engaged alumni individual and/or group strategies.

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- Creates new and maintains current opportunities for alumni and future alumni to connect through various initiatives.
- Manages relationships with alumni who are suited for specific development approaches and/or volunteer opportunities. These responsibilities will be progressive as the incumbent evolves in the role.
- Recruits and manages alumni and student volunteers to support advancement initiatives.
- Collaborates on meaningful student (future alumni) engagement initiatives that will strengthen lifetime affinity to the Faculty of Health and the University of Waterloo.
- Works collaboratively on donor and alumni recognition and stewardship efforts, grad class giving, annual fund program and special alumni engagement-related fundraising initiatives in consultation with the Director of Advancement.
- Identifies and develops cultivation strategies for alumni with capacity to support the Faculty of Health priority fundraising initiatives.
- Schedules strategic engagement, cultivation and stewardship visits with alumni and friends to assist with cultivation and stewardship of supporters under the direction of the Director of Advancement.

**Coordination and implementation of activities and events, including but not limited to the following:**

- Organizes programs, activities and special events for alumni. Includes planning, implementation, evaluation, and managing logistics and expectations.
- Manages and administers the Faculty of Health Alumni Achievement Award program.
- Plans, organizes and evaluates the Faculty of Health alumni reunion program.
- Attends and assists central Alumni Relations office with activities that support UWaterloo advancement.
- Collaborates with colleagues in Health on activities where alumni have an opportunity to make an impact on students, the faculty and the university where Alumni have a volunteer opportunity to mentor and educate students.

**Research and reporting including, but not limited to the following:**

- Conducts research on alumni demographics and needs, including the development and interpretation of surveys in conjunction with the central alumni team.
- Collects and updates alumni information for the Raiser's Edge system to maintain and track alumni contacts and activities, including activities and visits with alumni and donors.

**Publications and communications including, but not limited to the following:**

- Develops, maintains, promotes and evaluated strategies and targeted communications for Health alumni that increases engagement.
- Strategically develops alumni profiles for use in communication, development and alumni initiatives.
- Responsible for ensuring that alumni contact information and meeting notes are up-to-date.
- Stay informed of the services, benefits, and perks exclusively afforded to Waterloo alumni
- Works with the Director of Advancement and the Health Communications team to assist in the creation and implementation of an integrated communication and marketing plan using both print and electronic media.

*\*All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

### Required Qualifications

<b>Education</b> <ul style="list-style-type: none"><li>• University bachelor's degree required. Education or training related to fundraising, communications and marketing preferred. Equivalent combination of education and experience will be considered.</li></ul>
<b>Experience</b> <ul style="list-style-type: none"><li>• Experience with Microsoft Office suite; Basic experience with web content management software; Experience with social media programs; Experience with constituent databases.</li></ul>
<b>Knowledge/Skills/Abilities</b> <ul style="list-style-type: none"><li>• 5-7+ years of related work experience in a fast-paced environment or equivalent combination of education and experience.</li><li>• Demonstrated experience interacting with senior administrations both within the University and externally.</li><li>• Thorough knowledge of University policies and procedures as they pertain to the Office of Advancement.</li><li>• Strong communication (oral and written) and interpersonal skills with the proven ability to interact effectively with a variety of internal and external stakeholders.</li><li>• Strong project management ability.</li><li>• Attention to detail, confidentiality, tact and diplomacy and the ability to manage multiple demands.</li><li>• Proven ability to prioritize tasks, to work independently and to collaborate with others.</li><li>• Interpersonal Skills:<ul style="list-style-type: none"><li>○ Internally, makes contacts with the following to obtain action, reach agreement and negotiate: Marketing and Strategic Communications, Office of Advancement, Senior Development Officers and Alumni Advancement Officers across campus, Co-operative Education and Career Services.</li><li>○ Externally, makes contacts to manage, influence and motivate graduates of the Faculty of Health and "customers" including: prospects and donors, corporate executives, community organizations, Dean's Advisory Council members.</li></ul></li></ul>

### Nature and Scope

- **Contacts: Internally** - communicates with Faculty of Health staff, students and graduates (working on campus) and central advancement alumni relations team, Alumni Professionals Group (APG), Student Services, Co-operative Education & Career Services, Marketing & Undergraduate Recruitment, Graduate Students Office; Registrar's Office; Community Relations. **Externally** – this position will have significant contact with Health alumni and alumni volunteers. Other external contacts include non-alumni donors and friends of the University.
- **Level of Responsibility:** The job has specialized work with minimal supervision and may have direct reports (co-op) reporting to it. This position is also responsible for the oversight of alumni volunteers.
- **Decision-Making Authority:** Makes decisions on timelines, budget allocation, staffing resources to meet stated objectives. Responsible for implementing the overall program plan within the confines of the Faculty's strategic plan, Faculty's Case for Support and budgetary constraints
- **Physical and Sensory Demands:** Minimal demands typical of an administrative position within an office environment
- **Working Environment: Travel:** Travel required, may require international travel. **Working Hours:** Regular working hours, some evening/weekend work required. **Risks - physical and psychological:** Physical risks: Minimal demands typical of an administrative position within an office environment. Physical risks typical of those associated with a business traveler. Psychological risks: Minimal

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exposure to disagreeable conditions typical of a supervisory position. May cause disruption in lifestyle due to travel requirements and/or unusual schedules.