Job Description

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| **Job Title:** | Senior Alumni Officer |
| **Department:** | Alumni Relations |
| **Reports To**: | Director, Alumni Relations |
| **Jobs Reporting:** | Alumni Officer |
| **Salary Grade:** | USG 10/11 |
| **Effective Date:** | January 2018 |

## Primary Purpose

The Senior Alumni Officer is a member of the Alumni Relations leadership team. They are responsible for strategy development and oversight, team management, and program evaluation to ensure the success of the campus-wide alumni relations strategy.

The Senior Alumni Officer supports the Office of Advancement's goals to increase alumni engagement to further impact the Advancement pipeline. They develop the strategy for alumni outreach, alumni volunteerism and the alumni-student bridge, focusing on mutually beneficial alumni engagement opportunities that enhance the impact of alumni on the University of Waterloo.

The Senior Alumni Officer will manage projects that require broad campus consultation and collaboration within the Office of Advancement, including all alumni and development professionals across campus, as well as partners across campus such as University Relations, Waterloo International, Co-operative and Experiential Education, Student Success and Registrar's Offices. The Senior Alumni Officer also works closely with all levels of alumni volunteers world-wide to foster and strengthen relationships with other alumni as well as to the institution.

Alumni Relations programs, activities and events include; Reunion, geographic alumni events, chapter and global ambassador-run events, frames program, volunteer engagement program, outreach programs, alumni-student bridge programs, athletics events, and all other engagement activities created to deepen and broaden engagement between alumni and the University of Waterloo. The Senior Alumni Officer is accountable for evaluating and measuring alumni events, programs and activities with the goal of always enhancing and improving alumni engagement. Each Senior Alumni Officer position focuses on one portfolio; Volunteer Engagement, Outreach or Student-Alumni Bridge.

## Key Accountabilities

**Program Strategy and Development**

- Develop and oversee strategies that successfully motivate the team to achieve Advancement objectives
- Leverage and engage local and international alumni communities by offering programming to bridge the gap between all stakeholders
- Work collaboratively to enhance relationships within the University of Waterloo community
- Lead the University's high profile alumni events, programs and activities, creating a best-in-class experience for alumni
- Conduct planning exercises to align events, programs and projects with the Advancement goals and the University of Waterloo Strategic Plan
- Oversee the development, implementation, maintenance and evaluation of alumni programs, projects and activities (current and new)

- Actively engage alumni as volunteers and participants in regional activities and events
- Ensure consistency, accuracy and excellence in quality and content of messaging in all materials
- Oversee systems and processes vital to successfully engage alumni

**Management, Collaboration and Integration**

- Provide mentorship, guidance and insight to help all team members grow and be successful within their roles
- Assume direct management and supervisory responsibilities for alumni team members
- Alumni subject matter expert on special project teams and task forces, as appropriate, in addition to serving as the key contact for specific on-campus units
- Direct Advancement-wide special projects which could include staff across Advancement
- Ensure resources are in place for mentorship and training of specific alumni team members
- Provide effective management, guidance and planning oversight for specific alumni team, including establishment and monitoring of performance milestones and yearly objectives
- Collaborate with alumni and development professionals within Advancement to facilitate programs, activities and events that include key/pertinent alumni, donors and friends and enhance current activities through the partnering of units within the central alumni relations and development team
- Review, develop and negotiate agreements with external vendors and partners
- Actively participate in (Central Alumni Relations & Development) CARD leadership team
- Work in collaboration with Advancement Services to maintain and regularly improve systems and data processes
- Maintain a network with a variety of departments on campus to facilitate effective and efficient coordination of events, programs and activities
- Develop and build strong relationships with University faculty and staff in support of successful programs, events and activities
- Act as ambassadors for the University with the public, alumni, volunteers, donors, and invited guests at University of Waterloo alumni initiatives

**Measurement, Evaluation and Budgeting**

- Conduct quarterly measurement and evaluation against the outcomes and goals of strategic plans as well as reporting against the budget
- Manage the associated budget for specific alumni team
- Establish benchmarking measures and ongoing monitoring and adjustment of plans according to results observed
- Manage data integrity as needs arise
- Collaborate with appropriate partners in Advancement Services to facilitate data analysis pertinent to measuring the continued engagement of alumni
- Undertake a systematic review of previous data and trends to accurately forecast the coming year
- Measure alumni engagement for program evaluation
- Manage reports including environmental scans, statistical reports, proposals and post event reports

**Communications**

- Work closely with Advancement Communications team to integrate messaging pertinent to all alumni and donors as well as the University community
- Work collaboratively with Advancement Communications team to create and produce appropriate marketing and communications to all alumni on all platforms (social, web, print, video and email).
- Ensure the Director, Alumni Relations is aware of emerging issues that may impact the university
- Work with Advancement Communications team in responding to inquiries from internal and external stakeholders, including complaints, to align with strategic messaging
- Increase awareness of the services, benefits, and perks exclusively afforded to Waterloo alumni

Job Description

**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

**Education**

- University Bachelor's degree or equivalent combination of education and experience

**Experience**

- 5-7 years of experience in one or more of; event planning, volunteer management, program creation, partnership building and community/alumni engagement required
- Managerial and team coaching experience with ability to accomplish multiple priorities concurrently and accurately required
- Proven experience building and managing volunteer management programs; including recruiting, onboarding and managing volunteers of all levels including senior c-suite volunteers required
- Experience developing and managing $100,000+ budgets
- Proven experience designing, constructing and overseeing high profile outreach events in collaboration with university leadership and faculty members preferred
- Writing and/or editing experience an asset
- Project management experience with a demonstrated ability to manage simultaneous projects under tight deadlines preferred
- Proven experience working with individuals from different cultures in different time-zones
- Proven experience working within a campus environment and specifically with university alumni
- Expertise managing conflicting deadlines and priorities in high pressure situations an asset
- Proven experience working in a complex fast-paced environment preferably in the post-secondary sector

**Knowledge/Skills/Abilities**

- Superior working knowledge of alumni relations programs, relationship management, privacy regulations, budgeting and research
- Proven ability to work collaboratively and communicate with internal departments and external stakeholders and vendors
- Strong understanding of applicable federal and provincial legislations (privacy and anti-spam regulations)
- Demonstrated expertise using persuasion and negotiation skills to build support and cooperation involving individuals as well as groups, often with different perspectives and concerns
- Understanding of research, statistics, best practices, and resources to prepare written plans and reporting
- Completion of further education around leadership skills development an asset
- Demonstrated organizational skills
- Highly accomplished in public speaking especially to address large audiences
- Proficient knowledge and use of alumni/donor databases and a content management system
- Capable of professionally representing the University at alumni events
- Understanding of university student life and student services is required
- Understanding and use of social media
- Professionally skilled in relationship qualification, cultivation and stewardship that also involves external visits
- Proven track record of taking initiative when minimal direction is provided
- Proven ability to develop, implement and measure special projects as assigned

- Excellent written and verbal communication skills are required
- Expertise in MS Office programs (Word, Excel, PowerPoint, Outlook and SharePoint)
- Ability to learn new software quickly and access software while off-site

**Nature and Scope**

- **Contacts:** Internally, communicates with all University of Waterloo employees and departments and has the expertise and aptitude to collaborate, influence, build consensus and motivate others, often with different perspectives and concerns. The incumbent(s) must succeed in high profile, high pressure situations with significant public and campus scrutiny. The incumbent(s) will be required to work closely and collaboratively within Advancement and across campus to ensure management of programs activities and events meets expectations and delivers upon stated outcomes and goals all while enhancing the culture of philanthropy campus-wide. Externally, communicates with all levels of volunteers, alumni, donors, and friends on many different initiatives, engaging them in the university and providing them with mutually beneficial opportunities. The incumbent(s) will be required to negotiate contracts with external vendors and affinity partners to ensure successful outcomes for engagement initiatives.
- **Level of Responsibility:** Responsible for alumni engagement, event planning and logistics, volunteer and project management within a highly complex institution. The incumbent(s) must be a strong leader and supervisor of staff and senior volunteers. These positions are expected to bring innovative approaches and new concepts and models to alumni relations programs.
- **Decision-Making Authority:** The incumbent(s) must be able to manage many concurrent activities, remain calm and professional at all times, and exercise good crisis management protocols when needed. The incumbent understands the impact on Advancement and the University should goals not be met. Issues and decisions around use of senior leadership in programs and activities should involve the Director.
- **Physical and Sensory Demands**: The role requires a significant physical effort with the lifting and transportation of event toolkits, portable banners and other event-related tools to various locations on campus and globally. The role also requires the set-up and take-down of event locations which could include moving and rearrangement of chairs and tables. The incumbent(s) should be extremely detail oriented and be able to work within different cultures globally.
- **Working Environment:** Work outside normal operating hours can be expected in this role. These roles require some long hours or non-traditional hours in order to set-up, oversee and take-down an event. The roles are predominantly office based in Waterloo, with some global travel and weekend work required