

## Job Description



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<b>Job Title:</b>	Alumni Engagement Program Specialist
<b>Department:</b>	Dean of Mathematics
<b>Reports To:</b>	Associate Director, Advancement
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 6
<b>Effective Date:</b>	January 2021

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### **Primary Purpose**

The Alumni Engagement Program Specialist independently manages programs, activities and communications to increase alumni engagement to create a culture of connectedness and philanthropy. This position plans and implements existing alumni programs and develops new initiatives and strategies to strengthen relations between the Faculty and its alumni. In collaboration with the Faculty Advancement Team and Alumni Relations team in the Office of Advancement, they establish and maintain coordinated, effective alumni programs for the Faculty. The Alumni Engagement Program Specialist practices strategic outreach and involves alumni and industry in engaging volunteer roles (locally and internationally) that benefit the University, the Faculty, alumni, and students.

### **Key Accountabilities**

#### **Program Planning and Coordination**

- Develop and maintain a plan to engage math alumni through a variety of programs, events, and activities
- Execute the Faculty of Mathematics' high-profile alumni programs, events, and activities, creating a best-in-class experience for alumni; this includes the oversight of co-op students and engaging student and alumni volunteers to deliver a meaningful experience for all visitors
- Plan, organize, and evaluate the math alumni reunion program (2 reunions/year: Alumni Weekend and Black and Gold Day)
- Administer the Alumni Awards program and manage the related promotions, communications, and recognition efforts
- Source and manage services with internal service departments and external vendors required to support programs, events, and activities including effectively utilizing the Waterloo Math Digital Community
- Manage volunteers including developing and evaluating volunteer opportunities
- Oversee systems and processes: updating, refining, and streamlining as necessary
- Support the preparation of, and provide input into, reports on programs, events, and activities, including environmental scans, statistical reports, proposals, and post-event reports

#### **Communications**

- Manage communication projects and initiatives, such as the alumni E-newsletter (3 issues/year)
- Manage electronic communications aimed at alumni including web pages, mass mailings, and social media
- Ensure that program and event promotion, registration, and outcomes are communicated effectively to internal and external audiences
- Produce appropriate marketing and communications for alumni on all platforms (social, web, print, video, and email)
- Ensure consistency, accuracy, and excellence in quality and content of messaging in all materials
- Stay informed on communication trends and platforms available to alumni locally and globally
- Respond to inquiries and feedback from internal and external stakeholders
- Stay informed of the services, benefits, and perks exclusively afforded to Waterloo alumni
- Create and maintain alumni records in accordance with institutional direction and privacy legislation

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### **Collaboration and Integration**

- Collaborate with alumni and development professionals within Advancement to facilitate programs, activities, and events that include key alumni, donors, and friends and enhance current activities through partnering with units within the Central Alumni Relations team
- Work collaboratively on donor and alumni recognition and stewardship/cultivation efforts (relationship management, appropriate recognition opportunities)
- Maintain a network with a variety of departments on campus to facilitate the effective and efficient coordination of programs, events, and activities
- Provide functional direction to colleagues/staff supporting alumni programs and/or events
- Develop and build strong relationships with university faculty and staff in support of successful programs, events, and activities
- Act as ambassador for the University with the public, alumni, volunteers, donors, and invited guests at University of Waterloo initiatives

### **Financial and Administrative Support**

- Provide administrative support, oversight and reconciliation for programs, events and activities, including, adhering to budget projections, payment of invoices, tracking of monthly results, and reconciliation of actuals against plan

### **Measurement and Evaluation**

- Participate in alumni team meetings and committees as appropriate to support measurement and evaluation
- Measure engagement for all programs, events, and/or activities
- Engage in regular program evaluation
- Conduct quarterly measurements and evaluations as well as summary reports on the specific outcomes of alumni engagement programs, events, and activities
- Update and manage data on the alumni/donor database
- Continually review previous years' data and trends to forecast the coming year

*\*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**

- 2+ years' experience the following digital communications, volunteer management, program creation, partnership building, and community/alumni engagement
- 2+ years' administrative experience with ability to manage multiple priorities
- Writing and/or editing experience an asset
- Experience working within a campus environment and ideally with university alumni an asset

### **Knowledge/Skills/Abilities**

- Knowledge of alumni relations programs and relationship management
- Ability to work collaboratively and communicate with internal departments and external stakeholders and suppliers
- Ability to collaborate, influence, build consensus and motivate others, often with different perspectives and backgrounds
- Ability to maintain and work within allocated budget
- Ability to adhere to privacy guidelines
- Superior organizational skills and attention to detail

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- Confidence in public speaking with ability to address large audiences
- Ability to network and confidently represent the University at alumni events
- Familiarity with university student life and student services an asset
- Understanding and use of social media
- Demonstrated ability to manage concurrent projects with tight deadlines
- Excellent written and verbal communication skills, showing confidence communicating with individuals from different cultures
- Effective problem solving and conflict management skills
- Knowledge and use of alumni/donor constituent management system Raiser's Edge, internal content management systems an asset
- Ability to learn new software quickly and access software while off-site
- Expertise in MS Office programs (Word, Excel, PowerPoint, Outlook, MS Teams and SharePoint)
- Expertise in digital platforms (Publication, Drupal, Own Cloud, WebEx and Zoom)
- Ability to take initiative where minimal direction is provided

### Nature and Scope

- **Contacts:** Internally, communicates with all employees and departments on campus. They will be required to work closely and collaboratively within Advancement and across campus to ensure the culture of philanthropy is evident through Alumni Relations initiatives and events. Externally, communicates with all alumni on many different initiatives, engaging them in the university and providing mutually beneficial opportunities for them. The incumbent(s) will be required to work closely with external vendors and affinity partners to ensure successful outcomes for engagement initiatives.
- **Level of Responsibility:** Responsible for alumni event planning and logistics, volunteer and project management within a highly complex institution. The incumbent(s) must be able to direct colleagues and volunteers when needed, and bring innovative approaches and new concepts and models to Alumni Relations programs.
- **Decision-Making Authority:** The individual must be able to assess and interpret the various factors affecting the successful execution of programs, events and activities on campus and globally and be experienced in using conflict management and problem-solving skills to develop successful approaches to address situations if needed.
- **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 potentially some global travel, evening and weekend work required