

## Job Description

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<b>Job Title:</b>	Alumni Relations Program Coordinator
<b>Department:</b>	Office of Advancement
<b>Reports To:</b>	Senior Alumni Officer
<b>Jobs Reporting:</b>	N/A
<b>Salary Grade:</b>	USG 5
<b>Effective Date:</b>	August 8, 2019

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### **Primary Purpose**

The Alumni Relations Program Coordinator supports the Office of Advancement's goals to increase alumni engagement opportunities to further the Advancement pipeline. This position helps to support a wide variety of new and ongoing alumni programs and events, including: Alumni Weekend, Alumni Black and Gold Day, geographic alumni events, chapter and global ambassador led events, the diploma frames program, volunteer engagement programs, outreach programs, student-alumni bridge programs, athletics events, and all other engagement activities created to deepen and broaden engagement between alumni and the University of Waterloo.

Each Alumni Relations Program Coordinator will have accountability for one-to-two key areas of focus within Alumni Relations, and will support all Alumni Relations events and programs as needed as they relate to the Student-Alumni Bridge, Volunteer Engagement, and Outreach portfolios.

### **Key Accountabilities**

#### **Alumni Services Support**

- Process cash/cheques, online credit card payments, and refunds from registration fees for events
- Reconcile event ticket fees and frame sales for reporting to Office of Finance and event coordinators
- Reconcile and prepare weekly deposits for frame sales and event registrations, including internal transfers, POS machines, online purchases, and office sales
- Support the frame sales program, including assisting alumni and donors with frame orders, monthly frames inventory, and sales summary reports
- Create, review, and update complex event data procedures for internal and external stakeholders
- Apply specialized knowledge of event functionality in the database to accurately record all event activity for the Office of Advancement
- Update database records following strict business rules for event tracking and coding
- Keep informed of changes to the database and/or business rules which may affect event coding
- Collaborate with Data Steward to ensure integrity of event data
- Work directly with database vendors for assistance including reporting and troubleshooting
- Provide front line customer service for internal and external stakeholders around event inquiries
- Design useful and meaningful reports, queries, and solutions for campus-wide alumni professionals and data management
- Track and maintain various event metrics
- Maintain and safeguard sensitive and confidential records, and comply with PIPEDA and FIPPA legislation
- Participate in regular brainstorming opportunities, yearly strategic planning exercises and monthly meetings
- Other duties as assigned

### **Event and Program Support**

- Coordinate event preparation and logistics for Student-Alumni Bridge and Volunteer Engagement portfolios
- Source and manage services with internal departments and external vendors required to support events, programs, and activities
- Provide day-of event assistance for large scale alumni events, including Alumni Weekend and Alumni Black and Gold Day
- Create, review, and update event procedures for both internal and external stakeholders
- Update repositories of upcoming event listings
- Provide backup support for shipping and meeting preparation
- Assist with programs targeted at students, young alumni, and alumni volunteers to deliver meaningful experiences by providing strong relationship support and excellent customer service
- Stay informed of best practices and create tools and templates to disseminate with internal and external partners to ensure clarity and efficiencies of process
- Assist with Alumni Awards processing; verify data and create documents as required
- Conduct research into new alumni engagement programs
- Support the preparation of and provide input into reports on events, programs, and activities, including environmental scans, statistical reports, proposals, and post-event reports

### **Digital and Communications Support**

- Execute the creation of event webpages and registration forms while working collaboratively to ensure processes are followed and consistency maintained
- Provide backup support for outreach event registration creation and customer service emails
- Coordinate deployment of pre-and-post event emails, including possible survey creation
- Provide support for chapter, global ambassador, and student communications through various mediums, working with internal departments when required
- Participate in and contribute to social media activities leading up to and at events and related outreach

## **Required Qualifications**

### **Education**

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

### **Experience**

- Experience in one or more of: event planning, volunteer management, project management, partnership building and community/alumni engagement
- Administrative experience with ability to manage multiple priorities
- Customer service
- Experience working within a campus environment and with university students, alumni, or volunteers an asset
- Experience coordinating with events for large audiences, with the ability to manage multiple event stakeholders and relationships
- Demonstrated experience working in a computerized financial environment, including reconciliations
- Understanding of social media platforms an asset
- Experience producing print and digital communications

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

- Recent or upcoming graduate with keen sense of student life and student services

- Experience in one or more of: customer relationship management (CRM) database, web content management system, email deployment system, survey creation tool, event management or financial system
- Ability to adhere to privacy guidelines (FIPPA, PIPEDA)
- Effective organizational skills and attention to detail
- Ability to handle confidential matters with a high level of integrity
- Expertise with Microsoft Office (Word, Excel, Outlook)
- Ability to learn new software quickly
- Ability to manage multiple priorities concurrently and accurately with attention to detail
- Self-starter and independent thinker who thrives in a cooperative team environment
- Good writing, editing and/or proof reading experience an asset
- Keen problem solver with a friendly, professional, customer service-oriented personality

### **Nature and Scope**

- **Contacts:** Communications with a number of key campus partners in order to pass along information and direction from Alumni Officers to facilitate project achievement. The incumbent will also work closely and collaboratively with partners within Advancement, including Advancement Services and faculty/college/school teams. The Program Coordinator will also work with external vendors and alumni audiences, engaging them in activities and events in support of various engagement initiatives.
- **Level of Responsibility:** The Program Coordinator performs no direct supervision of others. The incumbent will use best judgement and skill to ensure accurate and effective completion of his/her responsibilities. The incumbent must apply knowledge of University policies/procedures, advancement business rules and external legislative regulations to record event revenue and update records on the Advancement database
- **Decision-Making Authority:** Applies explicit guidelines and procedures in making decisions. Predominately makes straightforward decisions based on adequate information. May also be required to make decisions by weighing several factors, some of which are partially defined and entail missing pieces of critical information. Supports and acts on decisions. This position is expected to be somewhat self-directed in executing his/her responsibilities. Any non-routine decisions will be escalated.
- **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. The role also requires the set-up and take-down of event locations which could include moving and rearrangement of chairs and tables. Requires close attention to detail, thoroughness, and accuracy.
- **Working Environment:** Minimal demands typical of a position operating within an office 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. Potentially some evening and weekend work required.