

## Job Description

<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 6
<b>Effective Date:</b>	November 2023

### **Primary Purpose**

The Alumni Relations Program Coordinator (ARPC) 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 activities, including: volunteer engagement programs, student-alumni bridge programs, alumni events and all other engagement activities that deepen and broaden engagement between alumni and the University of Waterloo.

The Alumni Relations Program Coordinator will have accountability for key areas of focus within Alumni Relations (such as alumni data collection, documentation, analysis and event financials), and will support all Alumni Relations events, activities and programs as needed as they relate to the different portfolios.

### **Key Accountabilities**

#### **Alumni Services Support**

- Support the administration of the Alumni Award nomination processing.
  - Create, review, and update complex event and program data procedures for internal and external stakeholders.
  - Ensure the documentation and the maintenance of up-to-date administrative processes and programs and develop new processes and procedures in conversation with the team to enhance effectiveness and efficiency.
  - Accurately and timely record all event and program data within CRM database. Solely responsible to maintain events module within CRM through importing of accurate data.
  - Send weekly broadcast email tracking reports to colleagues across campus. Update database records following strict business rules for event tracking and coding including after coding for events and programs.
  - 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 and program data.
  - Work directly with database vendors for assistance including reporting and troubleshooting.
  - Provide front line customer service (processing event fees/refunds, mini bios, managing registrations) for internal and external stakeholders around event and program inquiries.
  - Design useful and meaningful reports, queries, and solutions for campus-wide alumni professionals taking into consideration data management.
  - Manage, oversee and delegate Alumni Relations RT request system cue relating to creation and support of events.
  - Primary point of contact, providing stellar customer service on all email through the events email inbox.
- Regularly track and maintain various event and program metrics to measure success.
  - 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.

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### **Program Support**

- Coordinate program preparation, logistics and administration for Student-Alumni Bridge and Volunteer Engagement portfolios.
- Source and manage services with internal departments and external vendors required to support programs and activities.
- Provide day-of event assistance for large scale alumni events.
- Act as a first point of contact for program questions during the planning process.
- Provide administrative and organizational support for ongoing programs such as; LinkedIn Learning, National Volunteer Week, New Grad programming, and contact update campaigns.
- Track year-over-year success and recommend program revisions based on program data analysis.
- Support the development of program performance metrics to report and measure success.
- Update repositories of upcoming event and program listings, ensuring accuracy.
- Reconcile and prepare program metrics and updates including engagement metrics, and participation numbers.
- Contribute towards data analyses and management strategies for programs and activities and produce metrics and trends for consideration.
- Assist with programs targeted at students, new alumni, and alumni volunteers to deliver meaningful experiences by providing strong relationship support and excellent customer service.
- Provide organizational support and execution in recognizing volunteer birthdays, speaker successes, post-event mailings and follow-up.
- Stay informed of best practices and create tools and templates to disseminate with internal and external partners to ensure clarity and efficiencies of process. Conduct research into new alumni engagement programs and assist with the development of new programs and initiatives.
- Support the preparation of, pull data for, and provide input into, reports on events, programs, and activities, including environmental scans, statistical reports, proposals, and post-program reports.
- Coordinate with Administrative Coordinator, Engagement regarding program supply needs and purchases.

### **Financial Support**

- Process cash/cheques, online credit card payments, and refunds from registration fees for events and programs (reconciliation of approximately \$90,000 annually).
- As the Alumni Relations lead working with Office of Finance; process, prepare and post weekly and reconcile monthly, event and program deposits and refunds, including internal transfers, calibration of Point-of-Sale machines, and online purchases.
- Report event and program fee status to applicable coordinators and reconcile monthly team budget sheets.
- Responsible for monthly maintenance and inspection of Point-of-Sale machines.

## **Required Qualifications**

### **Education**

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

### **Experience**

- Experience in one or more of: project management, partnership building and community/alumni engagement.
- Administrative experience with ability to manage multiple priorities in a complex, fast-paced and dynamic environment.
- Experience working in data quality with financial acuity. Proven experience with outstanding customer service with internal and external audiences.
- Experience working within a campus environment and with university students, alumni, or volunteers an asset.

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

- Proficient in MS office (intermediate), internal document sharing software.
- Proficient with financial management software.
- Exceptional attention to detail, sound judgement, organizational skills, tact and diplomacy.
- Ability to manage conflicting deadlines, priorities and high-pressure situations.
- Demonstrated experience working independently and in a team environment.
- Proven experience working in a computerized financial environment, including financial reconciliation and refunds.
- Ability to communicate effectively with internal and external audiences.
- Experience in one or more of: customer relationship management (CRM) database, web content management system, email deployment system, or survey creation tool.
- 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.
- 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 facilitate project achievement. The incumbent also works closely and collaboratively with partners within Advancement, including Advancement Services and faculty/college/school/ASU teams. The ARPC works with external vendors and alumni audiences, engaging them in activities and events in support of various engagement initiatives.
- **Level of Responsibility:** The Alumni Relations Program Coordinator has no direct supervision of others. The incumbent uses best judgement and skill to ensure accurate and effective completion of their responsibilities. The incumbent must apply knowledge of university policies/procedures, advancement business rules and external legislative regulations to record, post and reconcile revenue and update records on the Advancement CRM 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 their responsibilities.
- **Physical and Sensory Demands:** The role could require 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 excellent attention to detail, thoroughness, and accuracy in day-to-day work.
- **Working Environment:** Minimal demands typical of a position operating within an office environment. Work outside normal operating hours may happen periodically in this role. Potentially some evening and weekend work required when assisting on the big alumni events.