

Job Description



Job Title:	Alumni Officer
Department:	Alumni Relations
Reports To:	Senior Alumni Officer / Director, Alumni Relations
Jobs Reporting:	n/a
Salary Grade:	USG 7-9
Effective Date:	January 2018

Primary Purpose

The Alumni Officer supports the Office of Advancement's goals to increase alumni engagement opportunities to further the Advancement pipeline. This position practices strategic outreach, involves alumni volunteers in opportunities that are mutually beneficial, and engages alumni in the life of current students.

The Alumni Officer works collaboratively within the Office of Advancement, working with Alumni and Development professionals across campus, as well as across campus with partners such as University Relations, Waterloo International, Co-operative and Experiential Education, and Registrar's Office. The Alumni Officer also works with alumni volunteers world-wide to foster and strengthen relationships with other alumni as well as with the institution.

Alumni Relations programs, activities and events include; Reunion, geographic alumni events, chapter and global ambassador run events, diploma frames program, volunteer engagement programs, 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. Each alumni officer position focuses on one portfolio; Volunteer Engagement, Outreach, Student-Alumni Bridge or Digital Services and Special Projects.

Key Accountabilities

Program Planning and Coordination

- Research, develop, implement, execute and evaluate programs, events, and activities
- Leverage and enhance existing activities, to engage local and international alumni communities and bridge the gap between all stakeholders
- Work collaboratively to enhance relationships within the University of Waterloo community
- Manage all aspects of day-to-day logistics for alumni programs, activities and events
- Execute the University's high profile alumni events, programs 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
- Source and manage services with internal service departments and external vendors required to support events, programs, and activities
- Engage alumni as volunteers and participants in on-campus and regional activities and events
- Ensure consistency, accuracy and excellence in quality and content of messaging in all materials
- Oversee systems and processes, updating, refining and streamlining as necessary
- Provide support and execute the critical path goals
- Contribute to strategic planning exercises
- Support the preparation of and provide input into reports on events, programs and activities, including environmental scans, statistical reports, proposals and post-event reports

Job Description



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 and Development (CARD) team
- Maintain a network with a variety of departments on campus to facilitate the effective and efficient coordination of events, programs 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 ambassadors for the University with the public, alumni, volunteers, donors and invited guests at University of Waterloo initiatives

Budgeting

- Provide regular program budget updates to the Senior Alumni Officer and/or Director
- 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 under the guidance of the Senior Alumni Officer or Director

Communications

- Collaborate with colleagues in Advancement Communications to ensure that event and program promotion, registration and outcomes are communicated effectively to internal and external audiences
- Collaborate with Advancement Communications colleagues to create and produce appropriate marketing and communications to all alumni on all platforms (social, web, print, video and email)
- Inform the Senior Alumni Officer and/or Director of any emerging issues that may impact the University
- Stay informed on communication trends and platforms available to alumni locally and globally
- Respond to inquiries from internal and external stakeholders, including complaints, working with Advancement Communications as needed
- Stay informed of the services, benefits, and perks exclusively afforded to Waterloo alumni
- Prepare and update alumni file notes as a result of contacts with alumni in order to maintain record accuracy
- Participate in alumni team meetings and committees as appropriate

Measurement and evaluation

- Measure engagement for all events, programs 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 activities, programs and events
- Update and manage data on alumni/donor database
- Ongoing review of 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

Job Description



- 2+ years' experience in one or more of: event planning, 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
- 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
- Strong relationship qualification, cultivation and stewardship skills an asset
- 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 database, 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 and SharePoint)
- 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 engagement, 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. Decisions around the direction of programs, activities, and alumni to engage are brought to the Senior Alumni Officer and/or Director for final approval before moving forward.
- **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.

Job Description



-
- **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