

Job Description

Job Title:	Senior Alumni Engagement Officer
Department:	Faculty of Arts, Arts Advancement
Reports To:	Arts Advancement Director, Director, Alumni Relations
Jobs Reporting:	None
Salary Grade:	USG 11
Effective Date:	July 2019

Primary Purpose

Reporting to the Arts Advancement Director and the Director, Alumni Relations, the Senior Alumni Engagement Officer increases alumni engagement to further build and develop the advancement pipeline. They develop and implement the strategy for alumni outreach, alumni volunteer engagement and the student-alumni-bridge, focusing on mutually beneficial alumni engagement opportunities that enhance the impact of alumni on the Faculty of Arts and the University and creates a culture of philanthropy.

The Senior Alumni Engagement Officer is a vital member of the Arts Advancement Team and provides strategic advice to the Advancement Director and advice and support to staff/faculty tasked with alumni responsibility in each of the Faculty of Arts departments, the Stratford School of Interaction Design and Business and the Balsillie School of International Affairs (BSIA). They also work collaboratively with Faculty and Alumni Relations alumni and development professionals and partners across campus. The Senior Alumni Engagement Officer works with alumni volunteers world-wide to foster and strengthen relationships with other alumni as well as with the Faculty and institution.

Alumni engagement programs, activities and events include; reunions convocation, geographic alumni events, volunteer engagement programs, student-alumni bridge programs, Alumni Achievement Awards, Arts and Letters, communications and all other engagement activities created to deepen and broaden engagement between alumni and the Faculty of Arts.

Key Accountabilities

Program Strategy, Development, Implementation

- Develop, implement, monitor and evaluate the annual alumni engagement strategic plan, including activities to support alumni outreach, alumni volunteerism, the student-alumni bridge and alumni prospect/donor engagement.
- Leverage and enhance existing Alumni Relations activities, to engage local, national and international alumni communities and bridge the gap between all stakeholders
- Manage all aspects of day-to-day logistics for alumni programs, activities and events, this includes functional management, on an “by activity” basis, for the Arts Advancement co-op student and Arts Advancement Coordinator, and recruiting and engaging student and alumni volunteers to deliver a meaningful experience for all visitors
- 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/platforms
- Contribute to Arts Advancement strategic planning exercises

Measurement and Evaluation

- Develop tools to measure alumni engagement for all events, programs and/or activities and the impact on the growth of the advancement pipeline

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- Develop mechanisms to evaluate programs, including preparing reports on events, programs and activities, environmental scans, statistical reports, proposals and post-event reports
- Engage in regular program evaluation to evaluate effectiveness of alumni programming in building the advancement pipeline
- Update and manage data on alumni/donor database

Collaboration and Integration

- Provide mentorship, guidance and insight to staff/faculty tasked with alumni responsibilities in each of the Faculty of Arts departments, the Stratford School of Interaction Design and Business and the BSIA
- Provide functional direction to colleagues/staff supporting alumni programs and/or events
- Collaborate with alumni and development professionals across the University on pan-university alumni engagement programs and events
- Maintain a network with a variety of departments on campus to facilitate the effective and efficient coordination of events, programs and activities
- Develop and build strong relationships with Faculty of Arts 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
- Participate in Arts Advancement team meetings and Faculty Alumni Officer meetings
- Acts a liaison to the Office of Advancement for all alumni program, services and activities and represents Arts as an active member of the Alumni Professionals Group

Budgeting

- Participate in the Arts Advancement annual budget build by developing the alumni engagement plan budget
- Manage and monitor the budget, ensuring adherence to budget projections
- Undertake a systematic review of previous data and trends to accurately forecast the coming year

Communications

- Create event and program promotion materials, coordinating with partners such as the Arts Communications Manager and Creative Services when appropriate
- Create and produce appropriate marketing and communications to all alumni on all platforms (social, web, print, video and email), coordinating with the Arts Communications Officer when appropriate
- 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 Arts Communication team 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

Required Qualifications

Education

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

Experience

- 5 + years' experience in event planning,
- 5 + years' experience in one or more of the following: volunteer management, program creation, partnership building, relationship management and community/alumni engagement

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- Team coaching experience with ability to accomplish multiple priorities concurrently and accurately required
- Proven experience working effectively with volunteers is required
- Proven experience designing and implementing high profile and complex events required
- Proven experience working in a complex, fast-paced environment required
- Project management experience with a demonstrated ability to manage simultaneous projects under tight deadline preferred
- Expertise in managing conflicting deadlines and priorities in high pressure situations is required
- Writing and/or editing experience an asset
- Experience building and managing volunteer management programs is an asset
- Experience leveraging social media platforms an asset

Knowledge/Skills/Abilities

- Knowledge of alumni relations programs and or 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 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 members of the Dean of Arts Office, including the Dean of Arts and Associate Deans, the Arts Undergraduate Office, the Arts Graduate Office, Arts Faculty Chairs, staff and faculty members, Co-operative and Experiential Education, Student Success Office, and Office of Advancement. Externally, communicates with Faculty of Arts alumni, volunteers and donors on many different initiatives, engaging them in the university and providing mutually beneficial opportunities for them. The incumbent will be required to work closely with external vendors to ensure successful outcomes for engagement initiatives.
- **Level of Responsibility:** Responsible for strategy development, alumni engagement, event planning and logistics, volunteer and project management within a large and multi-faceted Faculty. The incumbent must be able to direct colleagues and volunteers when needed, and bring innovative approaches and new concepts and models to Arts alumni programming.
- **Decision-Making Authority:** The individual 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 Arts Advancement and the University should goals not be met.

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Decisions around the use of senior leadership in programs and activities should involve the Director of Advancement.

- **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.
- **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