

## Job Description

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| <b>Job Title:</b>      | Senior Alumni Advancement Officer                                 |
| <b>Department:</b>     | Faculty of Environment  |
| <b>Reports To:</b>     | Director of Advancement, Environment and Director, Alumni Affairs |
| <b>Jobs Reporting:</b> | N/A   |
| <b>Salary Grade:</b>   | USG 9/10  |
| <b>Effective Date:</b> | June 1, 2017  |

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### **Primary Purpose**

Reporting jointly to the Director of Advancement, Environment and the Director of Alumni Affairs in the Office of Development and Alumni Affairs (ODAA), the Alumni Advancement Officer (AAO) will plan and implement alumni programs in the Faculty of Environment and develop new initiatives and strategies to strengthen relations between the Faculty and its alumni.

### **Key Accountabilities**

#### **Alumni Programs**

- Develops, maintains, promotes and evaluates a strategic Alumni Program for Environment alumni affairs; and Measures Alumni Programming against best practices
- Plans, organizes and evaluates the alumni reunion program (currently 1 reunion/year in the Fall)
- Manages and administers the Faculty of Environment Alumni Achievement Award program
- Strategically uses existing and new opportunities and initiatives for alumni to remain connected including volunteer activities, mentoring programs, student engagement, and co-op and internship opportunities for current students etc.
- Manages volunteers, including the development and evaluation of volunteer opportunities.
- Conducts research on alumni demographics

#### **Cultivation and Stewardship**

- Identifies, and develops individual and group alumni cultivation and stewardship strategies
- Works collaboratively on donor and alumni recognition and stewardship efforts, grad class giving, annual fund program and special alumni engagement-related fundraising initiatives in consultation with the Director of Advancement
- Develops an active pipeline of engaged alumni and friends
- Identifies and develops cultivation strategies for alumni with capacity to support the Faculty of Environment priority fundraising initiatives. Schedules and conducts external visits with alumni and friends towards engagement, cultivation and stewardship

#### **Communications**

- Maximizes use of existing and new communications vehicles, including web and social media to connect alumni with the Faculty of Environment
- Develops, maintains, promotes and evaluates strategies and targeted communications for Environment alumni that increases engagement
- Strategically develops alumni profiles for use in communication, development and alumni initiatives.
- Working with Development and Alumni Relations, designs a strategy to ensure alumni contact information is updated
- Promotes and contributes Environment content to Faculty and University-level alumni publications.

## Job Description



- Works collaboratively with the Faculty of Environment Communications Officer in designing and managing the implementation of electronic communications vehicles aimed at alumni

### **Collaboration and Outreach**

- Acts as liaison to Development and Alumni Relations
- Represents Environment as a member of the University of Waterloo Alumni Professional Group
- Strategically collaborates with the Alumni and Development Relations on events that support alumni engagement and related development opportunities for the Faculty of Environment
- Performs other duties as assigned

## **Required Qualifications**

### **Education**

- Bachelor's Degree is required
- Education or training in Communications or a related discipline is preferred
- Equivalent combination of education and experience will be considered

### **Experience**

- Five years of progressively responsible experience performing duties related to relationship development and management
- Demonstrated experience with developing, overseeing and evaluating alumni programs in a university environment is preferred

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

- Demonstrated ability to interact effectively with all levels of staff, including senior leadership, across an organization
- Demonstrated ability to develop and maintain relationships with internal and external stakeholders
- Demonstrated ability to manage a high volume of work with conflicting priorities and deadlines
- Computer proficiency with Microsoft Office (Word, Excel, Outlook) and a Customer Relationship Management software; Raiser's Edge is preferred
- Excellent oral and written communication, organization, and problem solving skills

## **Nature and Scope**

- **Contacts:** Significant internal relationships include: Vice President, External Relations; Associate Vice President, Annual Giving & Alumni Affairs; Director, Alumni Affairs; Alumni Officer, E-Services; Office of Alumni Affairs; Alumni Professionals Group (APG); Communications Team; ODAA Systems Team; ODAA Records Team; Student Services; Co-operative Education & Career Services; Marketing & Undergraduate Recruitment; Graduate Students Office; Registrar's Office; Environmental Studies Development Officer; Manager, Publications Office, Communications & Public Affairs; Graphics and faculty, staff and student organizations in the Faculty of Environment. Significant external relationships include: alumni, parents and friends of the University, Alumni Council, alumni volunteers, and graduates of the Faculty of Environment.
- **Level of Responsibility:** This position performs specialized work with minimal supervision. This position is also responsible for the oversight of alumni volunteers.
- **Decision-Making Authority:** This position makes decision regarding the development, maintenance and promotion of alumni programs in the Faculty of Environment.
- **Physical and Sensory Demands:** This position is required to sit for extended periods. Dexterity is required frequently for the use of office equipment such as a keyboard and telephone. Visual attention and attention to detail are also required for extended periods.
- **Working Environment:** This position works in an office environment. Hours of work are standard, Monday to Friday, with the possibility of occasional overtime and travel.