Job Description

Job Title:	Senior Director, Alumni Relations
Department:	Office of Advancement
Reports To:	Vice-President, Advancement
Jobs Reporting:	Senior Alumni Officer, Outreach Senior Alumni Officer, Student Alumni Bridge Senior Alumni Officer, Volunteer Engagement Alumni Officer, Digital Services and Special Projects Administrative Assistant
Split Reporting:	Alumni Career Advisor Alumni Advancement Officer, Health Senior Alumni Engagement Officer, Arts Senior Alumni Officer, Engineering Senior Advancement Officer, Environment Alumni Advancement Officer, Science
Salary Grade:	USG 15
Effective Date:	August 2021

Primary Purpose

The Senior Director, Alumni Relations is responsible for leading and providing oversight on effective individual and mass alumni strategies to ensure the growth (breadth and depth) of engagement with all alumni. As a member of the senior Advancement team, the Senior Director provides overall strategic direction and leadership in developing and evaluating alumni engagement that complements and enhances programs within Advancement and across the University. These strategies require intentional use of alumni volunteers as advisors, mentors and ambassadors, along with extensive collaboration, coordination, negotiation and consultation within and amongst the University's senior leadership and external stakeholders.

Key Accountabilities

Establishes the strategic direction, leadership, priority setting and management for all facets of the University's alumni activity

- Provides strategic direction and leadership for the University's alumni programs and activities aligning with current strategies, e.g., Advancement Framework, University of Waterloo strategic plan.
- Provides oversight for the development and implementation of a multi-year plan to build alumni engagement in support of overall Advancement objectives.
- As a member of the senior Advancement leadership team, ensures that alumni programs and activities are properly integrated and strategically aligned.
- Uses expert knowledge of the university alumni environment in Canada, including best practices, key performance indicators and industry standards/benchmarks with peer institutions, to ensure Waterloo remains a leader in the field.
- Establishes priorities and provides oversight of individual and team objectives in annual and long-term strategic plans with performance benchmarking tools.

- Inspires, coaches and mentors Waterloo's alumni professionals to develop and implement new and current alumni programs.
- Manages annual $2.1M budget.

Responsible for alumni program oversight and implementation

- Leads and provides direction and oversight to senior alumni team on strategic initiatives that maximize alumni engagement, student participation and volunteerism including collaborative strategies in geographic regions as part of the Global Alumni Volunteer Network.
- Develops strategies to encourage alumni engagement from multiple constituencies that require a highly integrated and strategic approach across the University.
- Oversees the business management of the University of Waterloo Magazine.
- Directs senior alumni officers in special projects and infrastructure building initiatives, i.e., staff retention and morale, policy development, interpretation of new legislation, etc.
- Oversees the development, implementation and evaluation of alumni programs, projects and initiatives including maximizing the ROI of alumni engagement.
- Oversees all central alumni officers in developing and managing annual budgets.

Establishes and maintains collaborative relationships and partnerships with both internal and external stakeholders

- Uses advancement concepts, theories, trends and a highly integrated and strategic approach to build constructive and collaborative relationships with department/unit heads.
- Provides strategic input as well as resourcing on a variety of partnerships including engaging alumni on key strategic initiatives.
- Manages external partnerships (affinity partners) that generate approximately $1.5M in annual revenue. Develops alumni affinity programs and identifies new revenue generating initiatives that provide added value to alumni.
- Conducts external visits with alumni and friends of the University to assist with cultivation and stewardship of supporters.
- Conducts external visits with partners and colleagues at other institutions to enhance and adapt alumni programs and projects.
- Provides a leadership role on internal, external and/or university-wide ad hoc committees. This may include chairing, recruiting members, setting agendas and delivery of action items.

Ensures the effective utilization, deployment and development of people and capital resources

- Mentors and supervises all levels of alumni staff.
- Identify, recruit, train and manage senior-level volunteers for alumni councils, projects and programs.
- Ensure compliance with all relevant University policies, procedures and processes.

**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 degree combined with leadership training/certification

Experience

- 10+ years of progressive Alumni Relations experience with a proven track record of achievement and success within Alumni Relations and/or Advancement

Knowledge/Skills/Abilities

- Skilled at strategic thinking/planning and organization,
- People and relationship management, including ability to manage conflict
- Exceptional interpersonal and communication skills
- Ability to influence key stakeholders
- Understand the implications of applicable federal and provincial legislations, e.g., privacy and anti-spam regulations.
- Demonstrates excellent public speaking skills
- Expert proficiency with MS Office (Word, Excel, Powerpoint) and confident using Raiser's Edge

Nature and Scope

- **Contacts:** Internally – communicates with faculty, staff and senior leadership across campus, building and maintaining constructive, collaborative and strategic relationships to build programs for alumni. Must be able to influence and motivate others and to deal with matters important to the University. Externally – this position will have significant senior contact with alumni and partners (affinity and others), building and maintaining constructive, collaborative and strategic relationships to strengthen the connection alumni have with the University.
- **Level of Responsibility:** This position is responsible and accountable for the overall results of the alumni strategy and alumni relations.
- **Decision-Making Authority:** This position is responsible and accountable for establishing the University's priorities for alumni relations and addressing the changes to strategic business plans by consulting directly with the President; Vice-President, Advancement; and Deans as appropriate.
- **Physical and Sensory Demands**: Minimal demands typical of a senior leadership position operating within an office environment.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a senior leadership position. Exposed to stress and pressure associated with senior-level responsibilities.