

UNIVERSITY OF NEW HAVEN
Associate Director of Alumni Relations - #12-79

The office of Alumni Relations seeks an energetic, highly motivated, results-driven professional to assist in the development and management of alumni engagement programs focused on increasing the depth and diversity of alumni relationships in support of the University. Working closely with colleagues in the Office of Alumni Relations and the Development Office as well as with departments across the campus, the successful candidate will be responsible for overseeing projects geared towards enhancing the University's relationship with alumni. The candidate will be skilled in volunteer development and communications best practices, particularly electronic communications. The associate director will assist with the development of key social media, online community, and electronic communications strategies that drive alumni engagement and enhance alumni relationships with the University of New Haven and the Alumni Association. In addition, the associate director will recruit and manage alumni volunteer leadership for targeted geographic, academic and affinity group programs that address the alumni association's strategic initiatives. The advancement environment at UNH requires teamwork, a can-do attitude, perseverance, optimism and the ability to think strategically and creatively. This position reports to the Director of Alumni Relations.

Responsibilities Include:

- Working in collaboration with various campus departments, create, write and publish the monthly alumni e-newsletters, and manage departmental email communications in support of alumni events and activities.
- Oversee the Admissions/Alumni recruitment project. Assist in the development of support and training materials/programs for key volunteers within the alumni/admissions programs. Travel to the key areas identified to oversee the implementation of this program and evaluate the success of the program upon completion.
- Oversee the Alumni Benefits and Services Program. Evaluate all current benefits and services being offered and monitor progress of programs against the specific goals of the alumni office. Create and execute effective marketing strategies for new alumni benefits and services.
- Develop, implement, and maintain a dynamic, clearly defined social media and online communications strategy that complies with marketing initiatives of the University. Update and maintain the alumni website and assist the Senior Associate Director of Alumni Relations with planning, managing, and implementing of all social media activities. Effective social media strategies and tactics will support alumni engagement and produce measurable results. Collaborate with campus partners to ensure consistent and effective messaging.
- Enhance geographic, academic and affinity group alumni programs, and explore opportunities for new activities to engage alumni.
- Organize and build volunteer leadership and assist alumni in implementing local and regional gatherings. Provide leadership, as well as event support and direction to volunteer leaders and program participants.
- Assist with developing, implementing and maintaining strategies to support growth of UNH's alumni online community.
- Establish and build relationships with a wide range of alumni, locally, regionally, and nationally; maintain regular communication with alumni via direct contact, email blasts, alumni

web pages, and print publications, and the day to day phone calls that are received in through the alumni office.

- Develop strategic partnerships and collaborative relationships with University departments/units where needed in support of alumni relation initiatives.
- Assist in the planning and implementation of all Alumni and Advancement events both on and off campus, including the design and production of the event invitations.
- Candidate will assist the Alumni Relations staff with budgetary responsibilities for the office, including setting up purchase requisitions, working with new and existing vendors on contracts and billing and assist with other administrative duties as needed.

Position requirements include a Bachelor's degree and minimum of two years professional experience with preference given to those with higher education, non-profit or alumni relations experience; experience utilizing online outreach and promotion using Facebook, LinkedIn, Twitter, and more to engage clients and/or volunteers; proven website and social media optimization skills, including a background in HTML, Photoshop, Microsoft Office Suite. Demonstrated skills must include successfully recruiting, organizing and motivating volunteers. Outstanding communication and writing skills are required. A strong background in marketing, online marketing, advertising and public relations is preferred.

Knowledge of the Raisers Edge database and Event Management Systems (EMS) is preferred.

Successful candidates will possess the following; strong interpersonal and communication skills, both written and oral, as well as high-level sophistication and maturity in social and professional settings; Demonstrated ability to manage multiple projects; flexible and comfortable in a fast-paced environment, with excellent follow through; ability to work independently as well as within a team environment; entrepreneurial spirit, positive attitude and energy to implement new strategies and meet ambitious goals; strong organization skills, with keen attention to detail; demonstrated ability to develop and implement programs consistent with the alumni association strategic plan, and to ensure that programs effectively address agreed-upon objectives and priorities, operate within budget limitations, and comply with appropriate policies and procedures. Candidates must also be able to travel and work evenings and weekends.

Application Process:

Qualified applicants should submit a cover letter and resume to:
Search Committee #12-79
University of New Haven
300 Boston Post Road • West Haven, CT 06516

You must include the search # in the subject line of your email to be considered for the position

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