JOB DESCRIPTION

TITLE

Executive Director, Alumni Engagement

JOB SUMMARY

The Executive Director of Alumni Engagement is responsible for developing and implementing meaningful opportunities for TWU graduates to engage with the University and to strengthen the bond between the University and graduates through the development, implementation and marketing of alumni programs and services. The Executive Director works in concert with TWU's Alumni Association Board of Directors to implement its mission and goals. He or she develops and oversees alumni networking, affinity, and personal enrichment events, as well as plans and executes create programming to ensure a welcoming and robust annual Homecoming Weekend. The Executive Director works collaboratively across all areas of University Advancement to encourage and inspire alumni to financially support the fundraising initiatives of the University. In addition, he or she will manage a personal portfolio of prospective and current donors. The Executive Director coordinates with the Enrollment Management team to strategically engage alumni in key enrollment efforts of the University.

Work is performed independently and performance is based on the effective operation of the administrative function. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Vice President, University Advancement

Supervises: Support Staff and Student Assistants

ESSENTIAL DUTIES - May include, but not limited to the following:

- Builds, nurtures and expands relationships with the University's alumni through personal visits, events, telephone calls, written and e-communications.
- Develops and executes a year-round calendar of diverse alumni events, which are targeted at increasing alumni engagement with the University while creating value for alumni (e.g. career networking). This will also include affinity-based events utilizing faculty and leadership in key academic programs.
Collaborates with the Alumni Association Board of Directors to develop and execute best practice alumni programming to meet alumni engagement goals.

Oversees the planning of Homecoming Weekend. Works directly with Reunion class volunteer committees to achieve increased and diversified alumni attendance, strong giving outcomes, successful activities and participation. Oversees a Homecoming program that attracts alumni from across generations and geographic regions with an objective of growing the number of alumni attendees' year over year.

Oversees and supports the development of alumni clubs or networks in key geographic areas, i.e., Washington-DC, Boston, New York, consistent with strategic priorities of fundraising campaign structures and objectives.

Strengthens current University outreach programs with campus partners such as Enrollment Management, the Career Connections Center, and Athletics. Collaborates with additional on-campus departments to develop further ways for alumni to stay connected with Texas Woman's University.

Provides volunteer management and support for overall University Advancement efforts to engage alumni as volunteers, e.g., college advisory councils.

Partners with other University Advancement team members to enhance alumni giving through volunteer management and communications in support of fundraising goals. Manages a personal portfolio of prospective and current donors.

Plans and executes annual comprehensive communication plans for alumni to include direct mail, e-communications, social media, and college print materials, including an Alumni Magazine, in partnership with the University's Marketing & Communications department. Ensures annual communications plans are integrated with the University's campaign communication plan.

Responsible for establishing job standards for subordinate staff and effectively evaluating staff under charge. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

**ADDITIONAL DUTIES**

- Performs other duties as requested.

**EDUCATION**

Bachelor’s degree in a related field is required. Master’s degree strongly preferred.

**EXPERIENCE**

Five years of successful progressively responsible experience in higher education alumni engagement is required.
REQUIREMENT

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

KNOWLEDGE, SKILLS, AND ABILITIES- The following are essential:

- Demonstrates success in alumni relations and the use of a membership database for developing involvement and fundraising are strongly preferred.
- Strong interpersonal skills, oral and written communications skills are required.
- Volunteer management and event planning experience.
- Comprehensive understanding of the relationship between alumni engagement and development.
- Excellent oral and written communication skills.
- Knowledge and understanding of social media platforms such as (Facebook, Linked-In, YouTube, Twitter, Flicker, etc.) and how they can outreach to target populations
- Occasional travel and a willingness to work nights and weekends
- Experience using development/alumni databases, (e.g., Raiser’s Edge).
- Ability to analyze data, monitor budgets and develop successful plans necessary.
- Ability to work in a fast-paced environment and handle several projects simultaneously; attention to detail and deadlines.
- Intermediate level technology skills, specifically with MS Word, Excel, PowerPoint.
- Ability to use a personal computer and other office equipment, including related university software and email.

PHYSICAL DEMANDS

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel.

WORK ENVIRONMENT

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.
SAFETY

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: ____________________________ Date: ____________

Printed Employee Name: __________________________

Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran's status, or against qualified disabled persons.

All positions at Texas Woman's University are deemed security sensitive requiring background checks.