

Memo to: Human Resources  
Re: Posting and Revised Job Description  
Date: Effective September 20, 2021

Position: Assistant Director of Alumni Engagement  
Division of Advancement  
Full-time Position

Summary Description: Reporting to the Director of Alumni and Parent Engagement, the Assistant Director of Alumni Engagement supports the functions of the alumni office. The Assistant Director is responsible for organizing, implementing and coordinating alumni programs, including regional chapter events, Homecoming on the Hill and strategic communications. The Assistant Director also carries a small portfolio of volunteers and prospects. Travel, evening, and weekend work required.

Description of Duties and Responsibilities:

*Essential Functions*

Alumni Programs

1. Assists in the development of alumni programs that support the College's mission and fundraising initiatives.
2. Creates, organizes and monitors alumni chapter programs and their associated programs. Manages leadership succession for Chapter leadership. Works with regional alumni chapters to coordinate scholarship fundraisers and other special events. Travels as required to establish and nurture regional alumni activities in the local area. Hosts and facilitates meetings and events as needed.
3. Establishes and manages alumni affinity groups.
4. Establishes and manages the Legacy Outreach Program, working with the Admissions office to help recruit the children of alumni.
5. Manages the process in the event of the death of an alumnus, including but not limited to sending of Mass Cards, sending and tracking cards for Mass of the Holy Spirit, coordinating all aspects of First Friday Mass, including invitations and program follow up.
6. Assists the Director with coordinating all aspects of Homecoming on the Hill, including, but not limited to: the selection of theme/design, event logistics, managing email and print communication, team and volunteer recruitment and management and event follow-up.
7. Manages BadgerNet, SHC's online community for alumni. Related duties include, but are not limited to: section creation and design; processing updates in a timely fashion; working with Chapters to ensure their pages are up-to-date and accurate; serving as a liaison between the College and Blackbaud (our host for the online community); coordinating all emails and newsletters to constituents – alumni, parents, friends; planning and implementing additional phases of the online community, ensuring all constituents are notified of upgrades and enhancements, and other activities that support the vitality of this online community.

8. Tracks viability and return on investment for alumni events as well as assigned SHC events.
9. Manages social media marketing campaigns and day-to-day activities for alumni and parents. This includes, but is not limited to: Facebook, LinkedIn, Twitter, Instagram, etc.
10. Working with Marketing and Communications, updates the alumni web page on the SHC website; the responsibility includes writing and editing text.
11. Works with the Director in preparing annual operating plans for the alumni office as well as preparing a long-range (three to five year) plan of action.
12. Assists in the creation of various printed materials for the office, including but not limited to: class notes, magazine features, publications (emails, brochures, postcards, newsletters, etc.), and alumni congratulatory letters. Meets with the department of Marketing and Communications, to develop promotional material (flyers, posters, postcards, brochures) for on- and off-campus alumni events.
13. Essential job functions 1 through 12 will require personal, oral, e-mail and telephone communication, as appropriate, between alumni and on- and off-campus personnel, constituents, or representatives according to the specific function.
14. Performs other essential duties and tasks as required.
15. Manages 1-2 student interns who assist with various alumni initiatives.

#### *Marginal Functions*

1. Works with the Communications' staff on materials related to alumni programming including writing and editing information for the Spring Hill College Magazine.
2. Assists with the College's Preview activities as necessary.
3. Attends meetings and/or special events as a representative of the College as required.
4. Completes or supervises completion of other administrative duties or paperwork as required.

Required Knowledge, Skills and Abilities: Individuals must possess the following knowledge, skills, and abilities or be able to explain and demonstrate that the individual can perform the essential functions of the job, with or without reasonable accommodation, using some other combination of skills and abilities.

1. Familiarity with or sincere interest in learning about the mission of Spring Hill College and the meaning of a Jesuit education.
2. Advanced experience in event planning and management is desired.
3. Knowledge of the principles, policies, and techniques of volunteer programs.
4. Ability to build and maintain relationships with alumni, parents and friends of the College and engage them in College events and activities.
5. Computer skills to include Microsoft Word, Excel, desktop design software and comparable programs and up to date on different types of social networking.
6. Knowledge of principles and methods of office administration, organization, and management.
7. Knowledge and understanding of Social Media platforms, their respective participants (Facebook, LinkedIn, Twitter, Google+Local, YouTube, Instagram, etc.) and how each platform can be deployed in different scenarios.
8. Ability to train, supervise and manage students and clerical support staff.



9. Ability to recruit, train and supervise volunteer leaders and workers.
10. Ability to prepare and monitor budgets.
11. Ability to interact effectively with faculty, staff, administration, and a wide range of College constituencies.
12. Ability to communicate effectively with others orally and in writing, with or without the use of an interpreter.
13. Willingness and ability to attend College events at various hours as required.
14. Willingness and ability to travel out of town for meetings and special events as required.

Qualification Standards:

*Education/Experience:* Bachelor's degree or three to five years of experience in higher education, special events planning, non-profit sector, or equivalent experience in other fields.

*Licenses:* Valid driver's license with approval from insurance provider.

*Other Considerations:* Hiring process includes, e.g., a criminal history background search. This person is considered a responsible employee in accordance with College Title IX policies.

THE COLLEGE RESERVES THE RIGHT TO CHANGE, ADD, OR REASSIGN JOB DUTIES OR COMBINE POSITIONS, OR PORTIONS THEREOF, AT ANY TIME. THIS JOB DESCRIPTION IS NOT AN EMPLOYMENT AGREEMENT OR CONTRACT. AN EQUAL OPPORTUNITY EMPLOYER.

Position is open until filled. To apply, please mail a cover letter and resume to: pdavis@shc.edu or Human Resources Office, Spring Hill College, 4000 Dauphin Street, Mobile, AL 36608. Phone: 251-380-3063.