

Position Description - Unclassified

Position Status:

Position Title		Position Number
Director of Alumni Engagement		E99958
Appointment (9mos. / 12 mos. / Other)	Contract Period (from / to)	Department / Division
12	7/1-6/30	Advancement
Position Type		FLSA
Full-time Unclassified		yes
Reports to		Reports to Position Number
Vice President of Advancement		E99750
Incumbent		University ID #

Program Information:

<p>A. Describe the general program in which this position exists. Include program purpose, size, scope and relationship to the University's mission.</p> <p>Advancement is responsible for community relations, fund raising, prospect research, alumni relations, and the operation of the Western Oregon University Foundation. The purpose of this office is the cultivation of alumni and other potential donors through their involvement with the University; research and preparation of grant and gift solicitations; management of gifts, grants, and bequests to the Foundation. All campus units are affected by the results and the accomplishments of this office. Availability of scholarship funds directly affects the student population along with financial assistance for academic programs and activities that impact the student experience. The functions of this office are directly related to the mission of the University, which is to provide a quality program of higher education by promoting the University's teaching, research, and community service programs, involving the Alumni and community in the activities of the University, and promoting aid for the institution through private gifts.</p>
<p>B. Describe the purpose of this position and how it functions within this program.</p> <p>The Director of Alumni Engagement implements Institutional Advancement's annual plan for strengthening and growing alumni engagement through regular contact with members of the Alumni Board of Directors, alumni leaders in regional/affinity chapters, and local alumni engaged with supporting Western Oregon University's efforts to expand alumni involvement fitting with the university's strategies and goals. The director oversees a comprehensive University alumni engagement program that includes planning and executing milestone class reunions, Homecoming, alumni recognition programs, local and regional events, and visiting alumni to identify and recruit volunteers as needed for alumni events and other areas on campus. Develops, recommends, and manages the alumni program operating budget. The Director of Alumni Engagement will support the mission of Western Oregon University and its strategic plan through recruitment, retention, and cultivation of WOU alumni. This creates strong pathways for internship and future employment opportunities and funding for scholarships, programing, annual fund, and capital campaigns.</p>

Position Information and Qualifications:

A. Description of Duties/Responsibilities – List the major duties assigned to the position. Note percentage of time each listed duty is performed to total 100%. Indicate “E” = Essential, “R” = Revised	
Percent of Time	Duties
40%	<ul style="list-style-type: none"> ● Communication & Outreach: Serves as main Advancement liaison with the Alumni Board members and regional/affinity chapter leadership, including all administrative duties such as scheduling and attending Ad Hoc and regular meetings, taking minutes, setting meeting agendas, guiding goal setting and implementation of initiatives. Maintains ongoing communication with members of the board to ensure meaningful involvement. Actively recruits new board members and other volunteer leadership. ● Meets with alumni regularly to identify and recruit volunteers to support Alumni, Advancement and University goals and objectives. ● Prepares alumni related correspondence and marketing, including email blasts, monthly e-newsletter, event marketing, online events calendar, and social media content. Partners with the Office of Marketing and Communications on print materials and substantive website changes. ● Fields all alumni related questions such as genealogy and classmate connection requests. ● Finds and recommends alumni stories for publication on social media, web and print. ● Carry the message of the university to external groups, especially to alumni. Provide stewardship and foster relationships among various constituencies to increase both volunteer participation and financial support.
45%	<ul style="list-style-type: none"> ● Project development, coordination, and implementation: Plans, coordinates and executes a comprehensive series of alumni engagement activities to include Reunions, Homecoming/Alumni Awards, affinity and regional events. Travel for regional alumni events, primarily in-state but some out-of-state, will occur. ● Proposes new programs for engaging alumni and the wider university community by assessing the return on investment (i.e., license plates, wine club). ● Oversees the annual Alumni Awards process including nominations, research, review, selection and notification of alumni to receive awards. This includes initiating the nomination process, working with the Alumni Board which serves as the selection committee, recommending the final candidates to Cabinet for review and final approval, then working with the honorees in planning, promoting, and executing the recognition event. ● Designs and implements reports to monitor the progress toward reaching annual alumni goals of retention, recruitment, and satisfaction. Recommends and/or implements strategies to adjust existing plans to meet changing conditions and situations. ● Coordinates the distribution of alumni surveys, as needed.
15%	<ul style="list-style-type: none"> ● Student and campus outreach: Develops and implements strategies for including students in alumni activities. Informs students of Western Oregon University about the Alumni community, especially the graduating classes, with the purpose of furthering their involvement as alumni. Welcoming the most recent graduating class during Grad Fair/Senior Send-off, commencement events, and in the months following graduation. ● Creates alumni engagement metrics and goals, oversees alumni engagement data collecting and reporting with support from Advancement Services and other departments across campus.

	<ul style="list-style-type: none"> • Works closely with other campus offices and departments to foster participation by alumni in strategic goals of the University. • Supports the University archives.
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B. Required Qualifications

List any certificates, licenses, academic degrees, or experience required to perform the duties of this position. Indicate if a combination of education and experience is acceptable.

- Bachelor’s Degree
- Valid driver’s license with proof of insurance.
- Successfully pass a background check.

C. Preferred Qualifications

Describe preferred education, experience, skills, licenses, certificates, and other qualifications for this position.

- Three years of progressively responsible work experience in alumni and/or parent relations and preferably in a small college environment.
- Experience recruiting and overseeing volunteers.
- High proficiency when using software applications such as word processing, spreadsheets, database and desk-top publishing.
- Demonstrated fund raising ability preferred.
- Program development experience preferred.

D. Knowledge Areas

List the major areas of knowledge that are required to perform the duties of this position.

- Communicates verbally with university leadership, donors, prospects, alumni and other University friends individually and in group settings (provides instructions, information and responds to questions).
- Produces written documents with clearly organized thoughts using proper sentence construction, punctuation, and grammar.
- Observes, compares, or monitors data to determine compliance with prescribed operating standards.
- Estimate labor and/or material costs for specific events/projects.
- Comprehends and makes inferences from written material.
- Must be capable of working in a stressful work environment.
- Must be able to handle multiple priorities and projects at one time.
- Must be able to report to work on time according to a schedule.
- Must be available on occasional nights and weekends, depending on the demands of the events and programs.
- Demonstrate strong multicultural knowledge, awareness, and skills needed to perform the tasks of promoting diversity and social justice.
- Must be capable of working and communicating effectively with colleagues.
- Prepares boxed or bundles of forms, tapes, or other material for distribution or mailing.
- Must support the university’s mission and be able to articulate that mission.
- Must be able to concentrate on details and process complex information while experiencing frequent interruptions.
- Must be able to communicate effectively with people at all levels under stressful conditions.
- Must maintain strict confidentiality relating to all issues in the department and Western Oregon University.

Work is performed in a standard office environment. Physical demands include:

- Moves objects (less than 20 pounds) long distances (more than 20 feet).
- Ability to be mobile campus-wide for appropriate business needs.
- Operate a variety of standard office equipment requiring continuous or repetitive arm-hand movement.
- Reading, writing, speaking, hearing, standing, bending, sitting.
- Learning and comprehending.
- Requires visual concentration to detail.
- Manual dexterity and precision required for keyboarding.
- Must be able to sit for long periods at a time at a computer.

Budget Authority:

Indicate the level of the position's responsibility for the development, control, and monitoring of budget. Indicate the size of the budget. Check all that apply.

<input checked="" type="checkbox"/>	Develops, monitors*, and controls* <i>*Monitor means to review and approve expenses; control means to authorize budget transfer at the department level</i>	\$
<input checked="" type="checkbox"/>	Delegated authority to monitor budget	\$50,000
<input checked="" type="checkbox"/>	Limited approval authority for purchase	Less than \$5,000 per purchase
<input checked="" type="checkbox"/>	Purchase only with higher level approval	Any purchase over \$5,000

Supervisory Authority:

If this position has the authority to act or effectively recommend action affecting employees in the following areas, check all that apply.

<input checked="" type="checkbox"/>	Hire	<input checked="" type="checkbox"/>	Assign Work
	Transfer	<input checked="" type="checkbox"/>	Recommend salary adjustments
<input checked="" type="checkbox"/>	Discipline	<input checked="" type="checkbox"/>	Approve requests (i.e. leave)
<input checked="" type="checkbox"/>	Dismiss	<input checked="" type="checkbox"/>	Respond to complaints/grievances
	Layoff	<input checked="" type="checkbox"/>	Conduct performance assessments
<input checked="" type="checkbox"/>	Promote	<input checked="" type="checkbox"/>	Give Direction

Positions Supervised:

Type	# of Employees	Total FTE
Teaching faculty		
Classified staff		
Unclassified staff		
Student Employees (average per term)	2	1.0 FTE
Other (specify)		

Decision Making Authority:

Describe the breadth and scope of decision-making authority and discretion the position has to formulate, implement, evaluate, approve and/or modify department and/or university policy, procedures, and/or programs. Describe the type of review and/or approval required by a higher level.
<ul style="list-style-type: none"> • Budget allotment of two different annual budgets. The Alumni Relations Coordinator oversees and makes decisions on how and where to spend funds based on promotional and marketing needs, events and activities, outreach and engagement and other areas within the essential job functions. • Event decisions - for instance, what type of and where to hold events and activities. • Determines the best methods of communication to alumni and donors based on the message that needs to be received. • Recruit and select volunteers for the Alumni Board of Directors and Volunteer Networks. Engaged and dedicated volunteers are critical to the success of events, activities and outreach and are key factors in Alumni Office and university success.

Additional Information:

List any additional information that would help describe the nature of the position.
Deadlines and the need to perform multiple tasks simultaneously are regular working conditions and often create a highly intense, stressful environment. Evening and/or weekend hours in connection with University Advancement meetings and/or activities are required. Occasional travel may be necessary. Flexible work schedule dictated by program scheduling and deadlines should be anticipated.

Acknowledgement:

Employee Printed Name	Employee Signature / Date
Supervisor Printed Name	Supervisor Signature / Date
Reviewer (VP / Director)	Reviewer Signature / Date
Appointing Authority	Appointing Authority Signature / Date

HR USE ONLY:

Received by		Date	
Position Class # (Ex. UF101)	Employee Class	Job Location	Appointment Percent
CUPA -HR# / Title	NOC Code	Category Code	SOC Code
Actions Taken			

	NBAPBUD / NBAPOSN
	NBAJOBS
	PEAFACT
	Electronically Filed