

SUL ROSS STATE UNIVERSITY

Position Description

OFFICIAL TITLE: Assistant Director of Alumni Relations

JOB CODE: 3818

SALARY GROUP: Classified 13

SUMMARY

Function: Assist Sul Ross State University Alumni Director, including coordinating communications with SRSU alumni, promoting the Alumni Association, and maintaining a current record system of SRSU Alumni.

Scope: Assist Alumni Director and Department to supports Sul Ross State University's 25,000+ alumni and coordinates activities and efforts related to alumni development. Assist the Director with developing and promoting projects that benefit the institution and the Alumni, ultimately resulting in financial support plus greater visibility to the public.

DUTIES

The Assistant Director is responsible for several aspects including but not necessarily limited to: supporting the overall strategic vision and goals of the Alumni Relations office; staff supervision when necessary; utilizing creative ways to promote memberships; when necessary, assist the Director with Annual Membership acquisition and retention and annual campaigns to secure Life Members; responsible for maintaining a sufficient budget for events and outreach; update webpage updates and social media as directed; develop Young Alumni programs and activity planning, scheduling and implementation; marketing and promotion of young alumni programs. Develop and implement specific strategies to increase membership among targeted populations such as young alumni, recent graduates, affinity groups, etc. Advise and guide student alumni association in order to increase student membership and planning. Propose new ideas to improve event planning and increased participation. Assist in Alumni Event planning and execution. Serve as a liaison between the current student population and Alumni Association members as well as assist current members with recruitment of legacy students. In discharging these responsibilities, the Director will work closely with the administration and faculty and will provide support for the Alumni Association Board of Directors. The Assistant Director will come into contact with significant state officials, prominent individuals, and major donors. The Assistant Director will make formal presentations and frequently performs public speaking duties. Performs other related duties as assigned.

SUPERVISION

Received: The Director of Alumni Relations

Given: Students in the Alumni Relations office and coordinate the efforts of alumni serving in a voluntary/advisory capacity.

EDUCATION

Required: Associate's Degree in related field

Preferred: Bachelor's Degree in related field

EXPERIENCE

Required: Minimum of two (2) years experience in a progressively responsible professional position, combination of education, experience, and training that would produce the required knowledge and abilities.

EQUIPMENT/SKILLS

Required: Must demonstrate strong professional and executive abilities and strong interpersonal skills particularly with young alumni. The Assistant Director must demonstrate excellent oral and written skills, including English, journalism and practices and procedures in public relations.

The Assistant Director must be proficient in computer applications and databases. The incumbent must be able to establish effective work. Relationships with diverse groups and individuals and possess knowledge of the university mission and university community. The Assistant Director must demonstrate ability to organize and direct major work projects and meet deadlines in a timely manner.

WORKING CONDITIONS

Usual: Requires evening and weekend work periods, and frequent travel. Position is Security Sensitive.

Physical Requirements: Light lifting exerting up to 25 lbs., occasionally 10 lbs., frequently or negligible amounts constantly or requires walking or standing to a significant degree.

Revised 10/04/2019