



Job/Position Description

Director of Alumni Relations

(Assistant University Events & Development Officer)

APPLICATION PROCESS AND HIRING TIMELINE INFORMATION

To apply for this position you should submit a [KWU Employment Application](#), cover letter, resume/curriculum vitae, and your salary requirements. Please email your application materials to hr@kwu.edu.

In your cover letter please pay special attention to matching your actual qualifications to the required qualifications listed in this Job Description. Make sure you reference the position title on the subject line of your email. No phone calls please.

The timeline for filling this job is:

- Applications will be taken until the job is filled.
- Interviews will begin as soon as qualified applicants are identified and will continue until a hiring decision is made.
- Position is to be filled as soon as possible.
- Ideal start date: December 1, 2021 or before.

KWU is an Equal Opportunity Employer and encourages diversity in employment. We will not check references or past employers without first notifying you of our intent to do so. We will acknowledge receipt of your application as soon as we receive it.

ADMINISTRATIVE INFORMATION

JOB TITLE: Director of Alumni Relations (Assistant University Events & Development Officer)

JOB'S OPERATING GROUP : Advancement Office

OPERATING GROUP'S PURPOSE AND MAJOR RESPONSIBILITIES:

JOB'S DEPARTMENT: Advancement Office

DEPARTMENT'S PURPOSE AND MAJOR RESPONSIBILITIES:

JOB'S DIRECT SUPERVISOR: Michelle Dolan, Advancement through VP Ken Oliver

JOB'S EMPLOYMENT STATUS: Staff, Full-Time, Exempt, At-Will

JOB'S SALARY OR SALARY RANGE AND BENEFITS: Salary to be determined at hiring based on the applicant's qualifications and experience. Please submit your desired salary with your application and supporting documents. Benefits are dependent on the job's employment class and employment status.

JOB INFORMATION

JOB SUMMARY:

The Director of Alumni Relations (Assistant University Events & Development Officer) is a strategic professional and creative leader responsible for the overall direction and execution of university special events and alumni gatherings. The Director collaborates with the university community in the planning and execution of successful university events providing key expertise and strategies for events to support important university functions involving alumni, donors, community leaders and VIP guests.

We're seeking an outgoing, organized, seasoned events professional, who understands the importance of relationship management and values the small details that make a big difference to event outcomes, to take

our alumni and university events to the next level. Working with the development officers, the director will focus on new ways to engage alumni and deliver outstanding experiences for guests.

JOB WORKS WITH: Advancement team of 6-8, other university departments as well as Alumni Council of 20 volunteers

JOB'S STAFF AUTHORITY: Indirectly with graduate assistant and student interns

JOB'S BUDGET AUTHORITY: Indirectly through Advancement Office

JOB'S PHYSICAL WORKING CONDITIONS: Approximately 50% of the time in a temperature-controlled office; 50% at events, in meetings or donor visits.

JOB'S UNUSUAL HAZARDS OR WORKING CONDITIONS: None

POSITION'S EQUIPMENT: University's phone system, computer, university alumni data base system.

POSITION'S WORK SCHEDULE: A flexible work schedule of approximately 45-50 hours per week, including regular nights and weekends at university events.

TRAVEL REQUIREMENTS: Alumni gatherings in Kansas and throughout the United States along with individual donor visits.

JOB RESULTS, BEHAVIORS, AND PERFORMANCE MEASURES

JOB'S ESSENTIAL DUTIES:

- Act as chief liaison between the alumni and the University.
- Promote membership in the KWU Alumni Associations; plan and implement appeals to increase membership.
- Build relationships with key volunteers to support alumni and parent programs throughout the year.
- Serve as ex-officio member of the Alumni Council and work administratively for council president.
- Provide guidance and leadership to the Council. Attend all Council meetings and report activities to Advancement. Support the Council in the Alumni Awards decision-making processes.
- Assist with maintenance and updates to the alumni database
- Assist in the develop strategies to market events to alumni, focusing on engaging new segments of the alumni population (including social media and electronic platforms)
- Create annual alumni schedule of events with Advancement Office
- Manage communications to alumni and parents relating to events
- Attend monthly campus event committee meetings and work collaboratively with Plant Operations and other departments on facilities and resource management
- Assist in the planning and execution of alumni and donor events, as well as high-profile events including arranging venues, catering, décor, program, volunteers and planning timeline and scripts (40%)
 - Night with the Yotes (August)
 - Vanier Scholars Reception (August)
 - Homecoming & Family Weekend (September/October)
 - Board of Trustee Dinners (October/February)
 - Jazz Night Fundraiser (November)
 - President's Pavilions (September, October, November)
 - Christmas by Candlelight Dinner (December)
 - President's Open House and Special Receptions (December)
 - International Music Festival Dinner (February/March)
 - Scholarship Gala and Spring Alumni, Community, Family Weekend (April)
 - Pioneer Society Social (June)
 - Board of Trustee Dinners (October, June)
 - And more.....
- Develops and executes plans to enhance relationships with 50+ prospective and current donors in personal portfolio to increase their loyalty and overall giving. Respects confidentiality and carefully documents relationship progression.

- Y1, make at least 25 unique young donor visits per year. Each visit is defined as one that creates opportunities for ongoing dialogue. (40 in Y2)
- Y1, make or cause to be made a minimum of 25 gifts solicitations per year, yielding 10-15 gifts. (40 solicitations and 15-20 gifts in Y2)

JOB'S OTHER DUTIES

PERFORMS OTHER APPROPRIATE AND REASONABLY REQUIRED DUTIES AS ASSIGNED BY THE JOB'S SUPERVISOR.

JOB'S PERFORMANCE MEASURES AND STANDARDS: Actual performance standards for each measure will be set at least annually after consultation between the job holder and their direct supervisor based on the job holder's existing qualifications and experience.

- Successful organization, management, execution and follow-through of special events, including developing tool to measure ROI.
- Measured success of marketing initiatives, resulting in increased annual attendance and engagement of new alumni
- Positive relationship management with alumni council volunteers and with key campus constituents
- Engagement in university-wide meetings, providing creative ideas and solutions
- Recruit and equip volunteers to provide leadership to the Alumni Council and to Council and chapter events with minimal staff support.

JOB QUALIFICATIONS

EDUCATION:

- MINIMUM REQUIRED: Bachelor's Degree
- PREFERRED: Master's Degree

CERTIFICATIONS AND LICENSES:

- MINIMUM REQUIRED: None

WORK EXPERIENCE:

- MINIMUM REQUIRED: 3 years of event planning experience with progressive responsibilities including developing effective event marketing strategies and logistics, working with event vendors, negotiating contracts, working with high-level constituents
- PREFERRED: Higher Education

KNOWLEDGE, SKILLS, ABILITIES, and ATTITUDES:

- Meticulous attention to detail
- Excellent verbal, written and interpersonal communication skills
- Creative problem-solving skills
- Ability to present a professional image and strong work ethic
- Ability to multi-task
- Passion for customer care
- Ability to exercise sound judgment, remain calm and pivot smoothly under pressure
- Strong organizational skills and ability to attend to multiple tasks
- Ability to work with a team as well as independently
- Ability to travel
- Competency with standard Microsoft programs, LinkedIn and other social media platforms

NOTICE OF SPECIAL JOB OR EMPLOYMENT REQUIREMENTS

1. THIS JOB DESCRIPTION IS NOT DESIGNED TO COVER OR CONTAIN A COMPREHENSIVE LIST OF ALL DUTIES AND RESULTS TO BE PERFORMED IN THIS JOB. DUTIES AND PERFORMANCE STANDARDS MAY BE ADDED, SUBTRACTED, AND/OR CHANGED BY YOUR SUPERVISOR AT ANY TIME DUE TO CHANGES IN DEPARTMENT OR UNIVERSITY REQUIREMENTS.
2. Unless exempt due to an employment contract signed by the President of the University, all employees of Kansas Wesleyan are considered as an “at-will” employee.
3. All employees of Kansas Wesleyan University are considered to be “responsible employees” pertaining to Title IX regulations concerning both the prevention and reporting of sexual assault or harassment situations. As such, all employees must communicate with the Title IX Coordinator if they witness or hear about a sexual assault or harassment situation.
4. Kansas Wesleyan University is an equal opportunity employer and complies with EEOC and ADA employment requirements. It is and has been the policy of Kansas Wesleyan University to grant equal opportunity to all qualified persons without unlawful discrimination based on race, color, gender, age, national origin, ancestry, ethnicity, disability, sexual orientation, religion, or veteran status. In order to fulfill its mission as a Christian institution, preference in hiring shall be given to persons who can affirm the Institution’s mission.
5. All “offers of employment” are subject to a criminal background check prior to employment.