



## CUPE JOB DESCRIPTION

**WORKING TITLE:** Alumni Relations Coordinator      **DATE PREPARED:** SEPTEMBER 10, 2019  
**DEPARTMENT:** Donor and Alumni Engagement      **POSITION STATUS:** REGULAR, P/T  
**LOCATION:** Cranbrook Campus      **POSITION NUMBER:** 188

### SUMMARY OF RESPONSIBILITIES

Reporting to the Director, Donor and Alumni Engagement, this position is responsible for providing a wide range of services and support to the overall operations of the Donor and Alumni Engagement Office. This position develops and coordinates the College of the Rockies Alumni Network; maintains the donor, community constituent and alumni database; conducts prospect research and assists with stewardship, events and recognition initiatives.

### KEY DUTIES & RESPONSIBILITIES *(list the key 7 – 10 in descending order of importance)*

#### 1. Alumni Recruitment and Coordination

- Coordinate the development and growth of an active and engaged College of the Rockies Alumni Network, in collaboration with other College departments and regional campuses
- Develop mechanisms to inform alumni of the value of registering in the College of the Rockies Alumni Network and conduct leads follow up
- Promote the College of the Rockies Alumni Network, respond to inquiries, provide informational services (in groups, in person, on the phone, via email, on social media) to prospective registrants and registered members of the College of the Rockies Alumni Network in an accurate and timely manner
- Review web forms for completeness, verifying information and accurately entering data into the Client Relationship Management system (alumni database)
- Cultivate new and existing Alumni Benefits/Affinity Partners, supporting communications and developing promotional materials for community stakeholders
- Represent and promote the College of the Rockies Alumni Network in a professional manner at various outreach events throughout the College region
- Maintain alumni website and support a social media presence
- Assist with the identification of well-qualified alumni for volunteer roles
- Plan and implement alumni volunteer activities at various college and community events

#### 2. Event Planning and Coordination

- Develop and implement innovative recruitment and public relations events (e.g. exclusive Alumni Network events) and collaborate with other College departments and regional campuses to participate in joint events (i.e. Open Houses, Information Sessions, Pancake Breakfasts, etc)
- Coordinate displays and outreach/promotional materials targeting alumni and donors
- Assist other departments with various College-wide reputation, retention and recognition events (e.g. Athletics, Recruitment, Student Awards Ceremony, Graduation, etc)

### **3. Research and Reporting**

- Conduct prospect research, identifying new donors, foundations and grant applications
- Regularly and accurately enter all gift and fund data into the respective databases, supporting the Financial Services Department as required
- Prepare regular financial reports on progress, receipts, and expenditures relating to fundraising and fund development activities
- Provide aggregated data and alumni network statistics as required to the Institutional Research team (e.g. supporting Student Outcomes Reports, etc)
- Research and maintain labour market information to advise Director, inform alumni and to support the promotion of College programs and workforce development in the East Kootenay
- Organize and conduct focus group sessions with college alumni to contribute to decisions that impact college program development, evolving Alumni Network priorities, and regional development initiatives

### **4. Administrative support**

- Foster a welcoming office environment for the Donor and Alumni Engagement Office
- Maintain confidential files and ensure compliance with FOIPPA regulations as it relates to electronic constituent and alumni records
- Liaise with the Financial Assistance and Awards Officer to usher new Scholarships, Awards and Bursaries as required
- Provide assistance to all College employees with regards to the Alumni Network; i.e. prepare information packages, create and compile information for graduation parchment packages, put together displays for faculty, etc
- Support direct mail, email marketing campaigns and donor recognition activities
- Assist the Director by researching prospects to solicit new cash gifts and gifts-in-kind
- Assist the Director with logistics (room bookings, supplies, service agreements, FAME, etc)
- Support the Financial Assistance and Awards Officer with the annual Scholarship, Awards and Bursaries ceremony
- Support internal and external fund development activities (e.g. travel bookings, insurance affinity partnership, and 50/50 program with Payroll)

### **5. Partnership development**

- Identify innovative ways of bringing information to stakeholders in an efficient and effective manner, ensuring alumni engagement and donor stewardship is effective and meaningful
- Foster community partnerships and a culture of philanthropy across the region, ensuring the Alumni Network and broader public is aware of fundraising campaigns
- Maintain a current knowledge base regarding best practices and fundraising trends within the philanthropic sector

#### ***Other Related and Reporting Duties:***

- Attend meetings with college departments as required
- Contribute to the annual Donor and Alumni Engagement work plan
- Contribute to grant applications and assist with capital campaigns as they arise
- Perform other related duties as assigned by the Director

## **DECISION MAKING**

- Troubleshoot, problem solve, think critically and prioritize while handling a wide variety of tasks efficiently and simultaneously in a fast-paced environment
- Advise Director on fundraising industry trends and on consultations with other staff, faculty and management, building strong cross-divisional working relationships
- Make judgments and draw logical conclusions in identifying prospective donors, constituents and alumni
- Determine the requirements of the target audience or clientele for various events and presentations
- Make tactful decisions on how best to interact and communicate with colleagues and a wide array of community members in ways appropriate to context, culture and circumstance
- Assess and adjudicate alumni network registrants, ensuring they meet the criteria/definition of a College of the Rockies alumnus/alumnae
- Ensure that alumni volunteers are equipped to support the advancement of college fundraising priorities and various projects when Director not in attendance at events

## **POSITION RELATED QUALIFICATIONS – EDUCATION AND EXPERIENCE**

- A Diploma in Marketing, Communications, Event Management, Statistics, Accounting or related field
- Professional written and verbal communication skills
- Excellent computer skills including Microsoft Office (proficient with email, spreadsheets, word processing, power point, internet search engines)
- Above-average data entry skills, with a high level of accuracy and speed
- Experience with a CRM system and/or Student Record System is preferred
- Proven event coordination skills
- Creative, adaptive and demonstrates a positive approach when working with a variety of people
- Corporate-level social media management experience is preferred
- Graduation from College of the Rockies is considered an asset
- A commitment to the College's mandate and role in the community
- Experience using a web content management system considered an asset
- A minimum of three years related work experience in education or the charitable sector
- A valid Class 5 BC Driver's License

## **POSITION SPECIFIC WORKING CONDITIONS and ENVIRONMENT, SAFETY REQUIREMENTS**

### ***Physical and Mental Effort:***

- Ability to carry promotional materials, lift and set up moderately-sized display units
- Extensive computer use and data entry
- Must be detail-oriented, dependable, and be able to work independently with minimal supervision

### ***Work Environment:***

- Duties are performed typically in an office environment with occasional outdoor event settings
- Required to work in an energetic environment where there are regular interruptions while still staying focused on the task at hand and conveying a highly professional image
- Occasional evening and weekend work required
- Occasional travel may be required

### ***Safety Requirements:***

**COLLEGE OF THE ROCKIES RECRUITMENT SPECIFICATIONS**

*Describe the minimum qualifications and specifications required of the position in order to perform the role competently. (The focus is on the position, not the person or their performance).*

<u>ESSENTIAL</u>	<u>DESIRABLE</u>
<p><b>Formal Education:</b></p> <ul style="list-style-type: none"> <li>- A Diploma in Marketing, Communications, Event Management, Statistics, Accounting or a related field</li> </ul>	<ul style="list-style-type: none"> <li>- Graduation from College of the Rockies is considered an asset</li> </ul>
<p><b>Related Work Experience:</b></p> <ul style="list-style-type: none"> <li>- A minimum of three years related work experience in education or the charitable sector</li> <li>- Proven event coordination skills</li> </ul>	
<p><b>Problem Solving and Complexity:</b></p> <ul style="list-style-type: none"> <li>- Creative, adaptive and demonstrates a positive approach when working with a variety of people</li> </ul>	
<p><b>Computers/Technology/Specialized Equipment:</b></p> <ul style="list-style-type: none"> <li>- Excellent computer skills including Microsoft Office (proficient with email, spreadsheets, word processing, power point, internet search engines)</li> <li>- Above-average data entry skills, with a high level of accuracy and speed</li> <li>- A valid Class 5 BC Driver's License</li> </ul>	<ul style="list-style-type: none"> <li>- Corporate-level social media management experience is preferred</li> <li>- Experience using a web content management system considered an asset</li> <li>- Experience with a CRM system and/or Student Record System</li> </ul>
<p><b>Communication and Interpersonal Skills:</b></p> <ul style="list-style-type: none"> <li>- Excellent written and verbal communication skills</li> </ul>	<ul style="list-style-type: none"> <li>- A commitment to the College's mandate and role in the community</li> </ul>

**REVIEWS and APPROVALS**

<b>EMPLOYEE SIGNATURE:</b>	<b>DATE:</b>
The employee signs off the position's description during final review/discussion with the manager/supervisor.	

<b>MANAGER/SUPERVISOR SIGNATURE (APPROVAL):</b>	<b>DATE:</b>
The manager/supervisor signs off (approves) the position's description after final review/discussion with the employee.	