#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** Alumni Engagement & Services Coordinator

**Job Number:** A-262 | VIP: 1372

**Band:** OPSEU-8

**Department:** Alumni Engagement & Services

**Supervisor Title:** Director, Alumni Engagement & Services

**Last Reviewed:**  November 26, 2019

#### **Job Purpose:**

Reporting to the Director, Alumni Engagement & Services, the Alumni Engagement & Services Coordinator works closely with colleagues in Alumni Engagement & Services (AES) and within the External Relations & Development (ER&D) portfolio to broaden and deepen the University’s relationships with its alumni. In particular, this position provides leadership to the alumni services program, volunteer program, alumni events and recognition.

#### **Key Activities:**

##### Alumni Services Program

* Provide strategic direction to alumni services & benefits program, including affinity partner contact management, program content development, implementation, and evaluation. Current and projected programs include credit card, group life insurance, group health and dental plans, home and auto insurance, wealth management, retail discounts, alumni cards, bookstore and athletics discounts, email for life, library privileges, alumni travel.
* Identify, evaluate and implement new services & benefit opportunities.
* Develop and implement annual alumni services marketing plan that includes strategies to expand membership’s use of the services in order to achieve revenue goals.
* Manage Alumni Merchandising – Purchase or arrange for consignment, advertising and sales to provide Trent items to alumni worldwide.

##### Events & Recognition Management

* Develop an annual events calendar that will meet defined AE&S priorities and objectives.
* Plan and coordinate both in-person and virtual events, activities and functions as outlined in the events calendar including signature events: Homecoming, Trent Day, Alumni Awards, Reunions, Life After Trent.
* Provide leadership, direction and support to staff and volunteer team.
* Maintain a detailed work schedule for each event and co-ordinate with other internal functions and external suppliers.
* Monitor and report team progress through regular meetings and reviews to ensure that deadlines and objectives are met.
* Conduct and track post-event assessments for every event for continuous improvement purposes.
* Manage and track expenses and deliver events within budget.
* Co-ordinate, oversee all materials related to events, working closely with Advancement Services
* Develop and implement a marketing and communications plan for events and activities.
* Support the annual convocation ceremonies, and other university events and functions as required.
* Coordinate the nomination and selection process of the annual alumni awards program.
* Ensure proper Stewardship and engagement of Alumni and Student awards initiated and maintained through AE&S.

##### E-communications & Web Presence

* Ensure e-communications are scheduled in coordination with ER&D calendar.
* Ensure material on the AE&S website and social media sites is as up-to-date and accurate as possible.
* Ensure registration sites and e-broadcast communications meet Trent University quality standards.

##### Volunteer Management

* Provide guidance and support to alumni leaders in chapters around the world as they coordinate and execute events.
* Work closely with the volunteers on the Trent University Alumni Association (TUAA) Council and committees, other alumni volunteers, and the Trent University Association of Retired Persons (TUARP).
* In partnership with Careerspace and / or other key university groups, coordinate a successful student-alumni and alumni-alumni mentoring program.
* Recruit, train, supervise and evaluate volunteers to assist with events and activities.

##### General Administration

* Recruit and direct part-time student employees at Alumni House to ensure a good understanding and relationship with members by prompt fulfillment in key areas.
* Provide administrative support for the TUAA and Director of AE&S including bookkeeping tasks such as preparing & processing invoices, making deposits, preparing purchase orders; maintaining records of the department’s policies and procedures; distributing meeting materials to the TUAA Council, attending meetings of the Council and recording minutes.
* Ensure appropriate tracking of member engagement, ensuring all AE&S events, volunteers and attendance are entered in the database.
* Engage and serve alumni and employees by responding or redirecting telephone calls, email and in person inquiries received through the AE&S Office.
* Oversee the Alumni Guest Room bookings. Ensure that office areas, publicly book-able spaces, inside and outside area, and guest suite accommodation are maintained in good order, arrange maintenance and upgrades as required.
* Working with the competent authorities ensures that all compliance issues are met regarding health and safety, fire, health unit and university regulations.

#### Education Required:

* General University Degree (3 year) required, preferably from Trent University.

#### Experience/Qualifications Required:

* Minimum five (5) years’ experience in a related field such as alumni relations, volunteer management, communications, or advancement services.
* Demonstrated knowledge and ability to develop, execute and/or support a focused alumni relations program.
* Demonstrated ability to interact comfortably, tactfully, and effectively with alumni, varied internal and external constituencies, and a wide range of stakeholders.
* Adept at problem solving; excellent judgement in situations requiring initiative and tact.
* Proven project management skills.
* Strong organizational, interpersonal, verbal, and written communication skills.
* Experienced in handling sensitive and confidential situations and issues.
* Demonstrated ability to work independently and as part of a team.
* Detail-oriented, well-organized, focused and goal-oriented, with both initiative and energy.
* Proficiency with MS Office (Word, Excel, Teams), internet research, databases, social media sites, Zoom meetings and webinars.
* Flexibility to work regular evenings and weekends.

#### Supervision:

* Supervise and direct the activities of student employees and volunteers.