#### Trent University LogoEXEMPT JOB DESCRIPTION

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

**Job Number:** X-065 | VIP: 1098

**Band:** EXEMPT-9

**Department:** Alumni Engagement & Services

**Supervisor Title:** Associate Vice-President, Philanthropy and Alumni Engagement

**Last Reviewed:**  July 6, 2023

#### **Job Purpose:**

The Director of Alumni Engagement & Services is responsible for promoting and enhancing lifelong relationships between Trent University and its more than 60,000 alumni, relatives, and retired staff and faculty. The Director collaborates with Trent’s Internal Departments to encourage and enhance alumni engagement consistent with broad goals, including such areas as the Colleges, Careerspace, International, Recruitment & Academic programs. The Director is responsible for leading pan University alumni engagement opportunities at both the Symons and Trent Durham GTA campuses.

In close collaboration with Trent University Alumni Association (TUAA) and Trent University Alumni Advisory Council (TUAAC) leaders and volunteers, the Director develops, implements, and evaluates a multi-year strategic plan to engage alumni in the life of the university through strategic relationship development, broad based and targeted communications, and innovative programming.

Reporting to the Associate Vice-President, Philanthropy & Alumni Engagement, and as a member of the External Relations & Development (ER&D) senior management team, the Director is a highly visible leader who serves as a senior adviser to university leadership and departments on alumni matters.

#### Key Activities:

##### Alumni Engagement

* In collaboration with the TUAA, develops, implements, and evaluates an annual/multi-year alumni relations strategy to maximize engagement and involvement, including budget and resource management. Sets, tracks, and reports on key performance indicators.
* In collaboration with TUAA, builds awareness, support and cooperation with administration, staff, faculty, Board, and students to raise the profile of alumni within the University, while maximizing engagement opportunities.
* Encourages and supports the work of the Alumni Council and its committees through meetings, retreats, and strategy sessions. Assists the Council in identifying and recruiting excellent volunteers to maintain the vitality of the organization. Advocates on behalf of the association and its mission to alumni, Trent, and other audiences at every opportunity. Ensures that the TUAA has diverse representation as well as global and cross-country participation, whenever possible.
* Ensures we have a robust chapter system across the country and around the world. Engages local volunteers to lead the chapters and assist with hosting events: both in-person and virtual.
* Engages alumni through a variety of volunteer opportunities: alumni awards, mentoring services, special interest groups, chapters, and personal outreach. Ensuring strong volunteer management practices. Develops plans to nurture life-long relationships that respond to life-stage, interests, demographics, and location. Supervises staff to create and implement highly successful annual events including convocation and homecoming.
* Engages our young alumni through offerings such as Life After Trent and Mentoring opportunities.
* Ensure that our Trent Durham GTA alumni can engage in programming in their region.

##### University Collaborations

* Working closely with the Senior Integrated Engagement Manager to ensure robust and effective regular communications with alumni throughout the world.
* Is an active member of the Trent Magazine editorial board. Provides feedback on the two annual magazines: including content suggestions and alumni experts based on the theme of each issue. Ensures that alumni are well-represented on the alumni social media channels and e-communications.
* Ensures high visibility on our campuses of our alumni activities, programs, and services.
* Working closely with the Senior Integrated Engagement Manager to ensure alumni communications are robust and strategically aligned with the University’s priorities and the Alumni strategic plan.
* Work closely with members of our portfolio to regularly update the alumni website to promote both alumni success stories and alumni benefits. Ensure the alumni website is easy to use and is intuitive.
* Work closely with College Principals to increase mutually beneficial alumni engagement opportunities.
* Working closely with Director, Portfolio Operations & Digital Philanthropic Strategies to ensure robust data collection and coding/tracking systems to manage and measure communications and engagement efforts, and to increase the number of contactable alumni.
* Work closely with International Recruitment to encourage international alumni engagement.
* Ensures robust opportunities for alumni to return to campus to celebrate University events such as athletic events, reunions, and anniversaries.
* Work highly collaboratively across the institution when leading Convocation. Responding directly to input provided by the President and Vice President’s group. Working closely with our Trent Durham partners to support that campus’s convocation ceremony.

##### Revenue Generation & Alumni Benefits

* Negotiate affinity partnerships that provide significant revenue for the alumni programs. Includes negotiating contracts and delivering outcomes on those contracts. Proactively seeks opportunities to grow affinity revenue, sponsorship, and other revenue streams to expand programming.
* Ensures robust offerings of benefits to our alumni and Trent Community. Includes travel, commercial and entertainment benefits that could provide additional funding opportunities.

##### Retiree Engagement

* Engages retirees through programs, services and events that support their continued involvement with the University, with alumni, and their local community.

##### Cultivation & Stewardship

* In collaboration with the advancement team, strengthen Trent’s philanthropic reach by engaging high capacity and profile alumni. Proactively secures meetings with alumni to discuss their links, interests, and opportunities to engage with Trent thus developing a robust pipeline of prospects for our philanthropy team.
* Work collaboratively with the Manager, Philanthropic Stewardship to aid in stewarding Trent’s top alumni supporters where appropriate.
* Maintain a strong knowledge of the University’s programs, plans and priorities to ensure alignment and to surface emerging opportunities for engagement.

##### Managerial, Administrative, & Staff Leadership Responsibilities

* Develops, implements, monitors, and reports on Alumni Affairs strategic and operating plans and budget, and leads the team in accomplishing these objectives, with a constant view to cost efficiencies.
* Hires, trains, develops, reviews, supervises, and directs the Alumni Affairs. Assigns responsibilities and revises job descriptions as required. Makes recommendations to AVP on changes to portfolio staffing mix in consideration of performance issues, changing and emerging needs, within budget constraints. Ensure that all staff have an opportunity to engage in professional development.
* Sets and monitors high standards for customer service, accuracy, and confidentiality.
* Provides input for the development of portfolio objectives and short and long-term strategies/plans, and for budget preparation and administration.
* Maintains an active understanding of trends and best practices in Alumni. Liaises regularly with other universities and non-profit sector organizations to exchange information about best practices, policies, procedures, and system processes.

#### Education Required:

* Master’s Degree.
* Trent Alum is preferred.

#### Experience/Qualifications Required:

* Minimum eight (8) years’ experience in community relations, association or membership management, volunteer management, marketing, or communications, preferably at the director level with a large public sector organization, corporation, or agency; four (4) years in a leadership position responsible for staff oversight.
* Demonstrated strengths in creating and successfully executing strategic plans. Includes setting ambitious yet achievable goals plus creating the critical path needed to accomplish these goals. Ensures that staffing is appropriate.
* Excellent interpersonal, written, and verbal communication skills.
* Demonstrated ability to interact, collaborate and negotiate comfortably, tactfully, professionally, and effectively with a wide range of internal and external constituencies and stakeholders, including alumni, volunteers, donors, faculty and staff, and community members.
* Experienced in constituency relations and volunteer management. Demonstrated ability to lead and motivate alumni, volunteers, and donors. Understanding of complex stakeholder groups and diverse audiences.
* Strategic innovative event design and project management experience
* Excellent organizational, planning and time management skills, with demonstrated ability to manage multiple tasks and flexibility in meeting shifting demands and priorities.
* An entrepreneurial spirit and ability to think creatively to solve problems.
* Judgement, initiative, tact, diplomacy, and discretion; experienced in managing confidential information.
* Excellent customer service approach
* Proficiency with MS Office (Teams, Word, Excel, PowerPoint), internet research, databases.
* Flexibility to work evenings and weekends on a regular basis (weekly, or at least few times per month).
* Must be willing and able to travel locally, regionally, and occasionally nationally.
* Must have a valid class ‘G’ driver’s license to meet the travel requirements of the job.

**Job Evaluation Factors:**

##### Analytical Reasoning

* *High level of analytical reasoning is required as a member of the External Relations & Development senior team, on behalf of the Vice-President, and in providing support to the Alumni Association and in dealing directly with important alumni, donors, and volunteers.*
* *Complex analytical reasoning is applied to strategic planning and management, including key performance indicators (KPIs); budget and human resource allocations and management; risk and issues management; contract negotiations and management; and general administration.*

*Examples:*

* *Developing and reviewing the Alumni Association strategic plan*
* *Developing and analyzing budgets*
* *Event planning, selection of award recipients, etc.*
* *Contribute to the development of magazine themes and content*
* *Recruitment, orientation, management and evaluation of personnel and volunteers*
* *Cultivation and Steward of donor interests and philanthropy*
* *Affinity partnership contract negotiation*
* *Policy development*

##### Decision Making

*Complex decision-making on a daily basis in all the areas identified under analytical reasoning.*

* *Negotiation and decision-making with volunteers, donors, university stakeholders, affinity partners and suppliers*
* *Experience, discretion, tact, and judgment are required.*

*Examples:*

* *Lead in assigned areas of responsibility*
* *Editorial functions for magazine; ensuring content is accurate, will be well received*
* *Event execution; making critical judgements with limited time for high profile events including convocation: 12 ceremonies, 3 venues, 2 cities, 2500+ graduates and thousands of guests*
* *Strategic decision-making on budget allocations and human resources*
* *Defining job descriptions and contract needs; selection and evaluation of staff, consultants and suppliers*
* *Defining policies and procedures within area of responsibility*
* *Ensure privacy management and confidentiality*

##### Impact

*Actions or decisions taken by the Director impact upon the accomplishment of portfolio objectives as well as the University as a whole:*

* *Issues with the magazine content, strategy or delivery, or alumni practices can result in lost revenue, lost confidence, irritation, alumni disengagement.*
* *Issues can result in damaged University reputation.*
* *Ability to effectively engage alumni will greatly improve philanthropic success (multi-million dollar opportunity), recently up to 50% of giving comes from alumni.*

##### Responsibility for the Work of Others

*Direct Responsibility for the Work of Others:*

* *Manager, Convocation & Alumni Relations*
* *Alumni Engagement & Services Coordinator (2)*
* *Alumni House Student Interns*
* *Extensive network of Volunteers*

*Indirect Responsibility for the Work of Others:*

* *Editor of Trent magazine*
* *Executive of Trent University Alumni Association*
* *Trent University Alumni Advisory Council*
* *Senior Integrated Engagement Manager*
* *Alumni & Development Coordinator*
* *Students*

##### Communication

*Internal:*

* *Office of President- re: President’s itinerary, alumni perspective, development issues, represent University*
* *Advancement Services team: data needs*
* *Development Office: joint planning, coordination of strategies, timelines, etc*
* *Purchasing- process and clarify purchase orders/ payments*
* *Print shop- requests for printing*
* *TIP advisory- member of committee*
* *College Principals*
* *Faculty Chairs and Deans*
* *Director Athletics- planning alumni and joint activities*
* *Director Marketing and Communications- planning Trent Magazine, alumni perspectives, alumni data*
* *Student President, Other student leaders: TBSA, College cabinets, etc.; joint initiatives, information exchange*
* *Faculty and staff- recruit for alumni relations opportunities, develop joint plans*

*External:*

* *Alumni Association President - manage association business, book appointments, discuss progress, plan initiatives*
* *Association executive- as above*
* *Trent Magazine editor- plan editorial meetings, review content, schedule production*
* *Alumni donors- cultivate, inform, interest, involve by phone, email, in person*
* *Suppliers- affinity plans, magazine printer, mail house*
* *Board of Governors and former Board members- committee work, special requests, ongoing outreach, board recognition (Honorary alum)*
* *TUARP and retired colleagues*
* *Affinity Service providers*
* *Event locations, caterers, etc*

##### Motor/ Sensory Skills

* *Dexterity - Data inquiry, web inquiry, e-mail*
* *Coordination - Special events logistics and interaction*
* *Driving - Frequent and lengthy road trips to visit alumni throughout Ontario and beyond*
* *Hearing - Listening to alumni with care and precision*
* *Touch - Interpersonal alumni relations- introductions & appropriate engagement*
* *Seeing - Personal contact with alumni- body language*

##### Effort

*Mental:*

* *Concentration - Proof reading and editing reports, letters, memos, communications*
* *Memory/ recollection - Remembering names, occupations, spouses, children, interests of alumni in order to provide an enriched personal contact*
* *Able to work with frequent interruptions.*

*Physical:*

* *Events - Prolonged standing, interaction, logistics and coordination at alumni special events*
* *Driving - Due to meeting times, travel may be required at exceptionally early or late hours of day, frequently during rush hour traffic. Travel is often stressful due to weather implications such as snow, rain or wind. The hours spent in the car range from 2-5 hours depending on the location and the conditions. It is highly encouraged that this position be on the road as much as possible. Typically, longer drives occur several times per month. These trips often extend outside the normal workday hours*

##### Working Conditions

*Physical:*

* *Frequent travel (often outside the hours of a normal work week), primarily by car, demands flexibility and impacts upon personal scheduling*
* *Events require prolonged standing, interaction, logistics and coordination at alumni special events*

*Psychological:*

* *Demonstrated flexibility in meeting shifting demands and priorities and managing multiple tasks*
* *Financial accountability*
* *Staff change management relating to daily activities and procedures*
* *Reputational risks stresses related to confidential exchanges, alumni concerns and criticisms etc.*
* *Stress of national and international travel, and the multiple competing demands complicated by frequent travel*
* *Alumni criticism of Association or university issues/ events*