



Position Title: Associate Director of Alumni Affairs
Department: Alumni Affairs
Supervisor: Assistant Vice President, Alumni Affairs and Career Services
Classification: Administrative Management, exempt, full-time

The Associate Director of Alumni Affairs develops and maintains relationships and programs to promote young alumni engagement, participation and philanthropy to the College. This individual is an integral member of the Alumni Affairs team, providing identification, cultivation, recognition and stewardship opportunities for young alumni of the college. Under the supervision of the AVP, he/she will focus on young alumni engagement with Muhlenberg and will be responsible for the management and execution of Student to Young Alumni initiatives. Primary areas of responsibility include working with the youngest classes on their reunions during Alumni Weekend, oversight of the Young Alumni Council, managing programs and events that support the transition of students to young alumni especially during the graduation year, as well as planning and implementation of on-campus and off-campus alumni events.

CHARACTERISTIC DUTIES & RESPONSIBILITIES:

- A. Focused on the youngest reunion class years, recruit, develop, train and work directly with reunion alumni committees, class reunion chairs and class fund chairs to develop a comprehensive reunion program. Work in partnership with assigned staff from The Muhlenberg Fund and in cooperation with Leadership Gift Officers area to ensure that class fundraising goals are established and met.
- B. Serve as the primary staff liaison with the Young Alumni Council to support them on all aspects of their work including recruitment, leadership transition, programming, and evaluation. Develop, in partnership with YAC, a focused strategy designed to significantly expand and enhance young alumni engagement. Philanthropy
- C. Work closely with campus partners including Student Affairs, Career Center staff and the Student Philanthropy coordinator to help shape the programming and communications to students. This includes exploring opportunities to introduce new programs and strengthening existing student programs such as Orientation, Homecoming, Senior Week, student THAW, Senior Champagne Brunch and Clock Tower Tours, Senior Class Campaign and Commencement. Design an outreach strategy to engage students in support of their transition from students to alumni who are actively connected to Muhlenberg throughout their lives.
- D. Work directly with Communications to create marketing materials and communications plan, including aiding in the development of social media content to keep young alumni engaged.
- E. Provide guidance, direction and oversight, along with the assistant director for Alumni and Parent Engagement, for the Cardinal Key Society. Work to create both a long term vision for this student service organization and manage their work at campus events including, but not limited to, Alumni Weekend, Orientation and Commencement.
- F. Assist with alumni signature events and look for ways to specifically engage young alumni including: Welcome to the City, THAW, Volunteer Summit, Alumni Weekend, Career Center Road trips, etc. As assigned, assume primary responsibility for a major alumni event.
- G. Serve as staff support for the Alumni Board, attending meetings and focusing on

defining, strengthening and supporting the student representatives on the Board. Work directly with the AB officers and committee chairs to define opportunities for the student representatives to contribute to the work of the Board and benefit from their service.

- H. Staff alumni events and meetings, many of which include evening and weekend work. Represent Alumni Relations Department and College at events on and off campus.
- I. Participate in and provide support for department-wide fundraising efforts including Mulementum, phone-a-thon, class reunion fundraising, etc. Maintains a small pool of donor prospects.
- J. Assists with other duties, as requested.

QUALIFICATIONS:

1. Bachelor's degree is required, recent Muhlenberg alumnus/alumna is strongly preferred.
2. A proven understanding of and commitment to Muhlenberg and its student and alumni body.
3. Strong leadership and creativity required, as well as exceptional organizational, writing and communication skills.
4. Demonstrated ability to work as a team player as well as independently required; ability to work proactively while initiating/maintaining frequent communication with the Executive Director is essential.
5. Ability to present oneself in a professional manner as a College representative and maintain confidentiality at all times.
6. Experience with social media such as Facebook, LinkedIn and Twitter is desired, as is knowledge of new and emerging technologies and online communication trends.
7. Familiarity with Millennium database is desired.
8. Experience in volunteer management is preferred.
9. Overnight, travel, as well as frequent weekend and evening work, is expected.
10. Past experience in public relations, event planning, marketing or fundraising is preferred.

Muhlenberg College is an Equal Opportunity Employer. All employees are expected to support Muhlenberg's commitment to function as a diverse, caring, inclusive community.

Rev. 09/2017