



POSITION DESCRIPTION

POSITION:	Advancement Officer, Alumni Affairs	
DEPARTMENT:	Alumni Affairs	DATE CREATED: May 2023
DIVISION/FACULTY:	External Affairs	DATE REVISED:

ORGANIZATIONAL STRUCTURE

This position is a self-directed professional officer reporting to the Manager, Alumni Affairs/Executive Director, Alumni Association and working collaboratively in a team of Alumni professionals.

PRIMARY FUNCTION

The Advancement Officer, Alumni Affairs is responsible for implementing friend-raising strategies with a focus on relationship management of key alumni and establishing a pipeline for future philanthropic activity across all faculties of KPU. This position creates, manages, stewards and evaluates major relationship building opportunities for the University that aligns with institutional priorities (with emphasis on student support). The incumbent regularly engages with and consults internally with students, staff, faculty and other administrators, and externally with alumni, donors, the general public, businesses, corporations, associations, foundations, service and industry organizations.

KEY RESPONSIBILITIES

1. Utilizes networking, search engines, and public sources to identify and research potential prospects.
2. Cultivates alumni relationships through relationship management/moves management and tracks these in Raiser's Edge NXT database.
3. Prepares cases for support, proposals, solicitations, and impact reports and delivers these in person and in writing.
4. Tracks progress through dashboards and generates reports on activity as required.
5. Prepares and delivers presentations to build awareness of opportunities to support KPU's mandate and students, both for internal and external audiences.
6. Prepares list segmentation requests, draft communications, applications and budget requests as they relate to the program area.
7. Recruits, orients, trains, hires, supervises, disciplines and terminates student employees.
8. Recruits, orients, trains and provides ongoing support for volunteers and volunteer committee members.
9. Plans and manages special events for alumni cultivation and alumni stewardship; responsibilities include, but are not limited to:
 - liaison with Faculties
 - recruitment of alumni, sponsors, volunteers and attendees



- coordinating the venue
 - managing the budget and ensuring appropriate cash management processes are in place
 - producing promotional materials in collaboration with KPU Marketing and Communication Services
 - communicating with participants pre-, during and post-event.
10. Handles alumni inquiries and complaints.
 11. Assists the Manager of Alumni Affairs in identifying emerging opportunities for relationship building.
 12. Actively participates in department strategy sessions and meetings; collaborates with team members to prepare and implement campaign and alumni stewardship strategies to ensure strong participation.
 13. Assists the Manager of Alumni Affairs with:
 - providing detailed plans of action, including timelines and budgets for all approved activities,
 - evaluating all friend-raising programs to ensure they are consistent with the overall mission and goals of the KPU Alumni Association and KPU,
 - evaluating relevant KPUAA and department policies and procedures; makes recommendations to update or create new policies and/or procedures as needed.
 14. Establishes a high personal standard of service and performance by actively participating in other duties as assigned and by keeping abreast of current alumni practice, relevant legislation and resources through educational seminars, training programs and active membership in professional associations (e.g. CASE, CCAE) and sources such as Imagine Canada, Charity Village, etc.
 15. Contributes to and promotes a safe, equitable, respectful, and inclusive work environment by adhering to University policies and procedures and completing mandatory training programs.

EDUCATION & EXPERIENCE

- Relevant Bachelor's degree;
- Minimum 3 years related relationship management experience, and 5-7 years of general fundraising (preferred) and/or relationship management experience;
- CFRE Designation is preferred;
- Or an equivalent combination of education, training and experience.

QUALIFICATIONS

- Demonstrated understanding of and respect for the values and culture of a university environment.
- Strong working knowledge of Raiser's Edge and Raiser's Edge NXT, as well as routine office systems and procedures with a focus on customer service and relations.
- Demonstrated ability in strong oral and written communication including the ability to present information in a clear and concise manner.
- Demonstrated ability to deal with sensitive situations and personal and confidential information with diplomacy, tact and professionalism.
- Ability to work as an active team player.
- Ability to be a self-starter, exercise a high level of initiative and responsibility, work independently, and establish priorities, meet deadlines and achieve goals.



- Intercampus and community travel is required, possession of a valid driver's license and access to a vehicle is preferred.