



BCGEU POSITION DESCRIPTION

POSITION TITLE: Alumni Affairs Coordinator

JOB NUMBER: 762

DEPARTMENT: Office of Alumni Affairs

PAY LEVEL: 11

DATE CREATED: April 2018

DATE REVISED: January 2022

PRIMARY FUNCTION

This Alumni Affairs Coordinator will be responsible for coordinating the programming of the Office of Alumni Affairs and support the development of alumni engagement at Kwantlen Polytechnic University. This position plays a key role in supporting the development of a passionate, connected community of KPU Alumni. The Coordinator uses their extensive knowledge of KPU alumni within key alumni markets to implement the defined plan to increase alumni engagement. This position is key in building and solidifying the relationships between KPU and its alumni. Further, the Coordinator is responsible for the coordination and implementation of programs and projects that strategically engage alumni.

Serving as an ambassador, the Coordinator is key to engaging alumni and securing commitments from them to engage with their alma mater in a variety of ways. Supporting a collaborative environment with colleagues in the University's Faculties and appropriate administrative divisions (including, but not limited to Co-op and Career Services and the Future Students Office) to support pathways for alumni participation that advance the goals of the University according to the Strategic plan.

JOB DUTIES AND TASKS

1. Aligned with an overarching marketing and communications strategy of Alumni Affairs, create the marketing plan and communications calendars that maintain, support and coordinate regular communication with alumni including, but not limited to, direct contact, alumni magazine, email, alumni websites and social media channels.
2. Coordinates the development, promotion, implementation and enhancement of:
 - Alumni Chapters programs
 - KPU Connects networking platform
 - Deliverables outlined in Affinity and Benefit partnership agreements
 - KPU Alumni Perks app and microsite
3. Researches and develops content and content ideas for all promotions including online newsletter, appropriate print publications, including the Alumni Magazine; social media channels, Alumni Advertising campaigns and other promotional campaigns as they arise.
4. Works collaboratively with KPU departments on joint initiatives including:



- The Registrar's and President's office on Convocation
 - The Marketing and Communications departments on alumni promotions and campaigns
 - With Faculties and specific program areas on special messaging to alumni
 - With the Future Student's office on recruitment for programs relevant to KPU Alumni
 - With Career Services and Cooperative Education on engagement opportunities
 - Other departments and offices as required
5. Is an expert on the suite of Blackbaud alumni engagement products including Raiser's Edge and in accordance with database policy, maintains accurate and complete alumni database records capturing and building on our contact, biographical and career information of alumni via social media, surveys, projects, correspondence, website, postal returns and engagement events. Trains other staff on best practices and policies on the alumni database
 6. Is an expert in the use of content management systems i.e. Anthology's Encompass; develops maintains and enhances the alumni web presence. Manages access rights and trains other staff on best practices, policies and procedures on the CMS
 7. Develops event concepts, coordinates, executes and evaluates alumni engagement events from concept to completion
 8. Participates in ongoing training and development to stay current on best practices in Alumni Engagement
 9. Maintains and supports the KPUAA Strategic Plan and Alumni Affairs Business Plan, ensuring that alumni engagement metrics and measurements of success are developed and implemented to support the coordination of an annual report on outcomes
 10. Supports the office administration by developing and coordinating administrative processes that streamline and enhance reporting structures
 11. Under the supervision of the Executive Director, KPU Alumni Association, supports the vision and planning of the KPU Alumni Association board of directors and committees as required

SUPERVISION RECEIVED:

This position reports to the Manager, Alumni Affairs/Executive Director, KPU Alumni Association.

SUPERVISION/DIRECTION EXERCISED:

This position will supervise volunteers and work study students.

PHYSICAL ASSETS/INFORMATION MANAGEMENT:

Lifting of boxes and equipment for event set up required.

FINANCIAL RESOURCES:

The position will require authorization on all financial transactions



\$5000 limit on purchasing card

Develops, monitors and reports on event budgets and monitors social media ad spending budgets

The above statements reflect the general details considered necessary to describe and evaluate the principal functions of the job identified, and shall not be construed as a detailed description of all the work requirements that may be inherent in the job.

EMPLOYER REQUIRED KNOWLEDGE SKILLS AND ABILITIES

- Experience in coordinating, implementing and evaluating Alumni engagement programs.
- Demonstrated experience in successful event coordination and implementation.
- High level of competency in computer, software and technology skills to maximize organizational goals.
- Proven experience with Raiser's Edge database.
- High level of competency working with content management systems and web design software
- Demonstrated experience with social media channels including Facebook, Instagram, LinkedIn and Twitter; and social media management tools, i.e. Hootsuite and Google Analytics
- High degree of professional and ethical standards for handling confidential information, including a shared donor database.
- Ability to organize and complete multiple tasks simultaneously with close attention to detail and the ability to prioritize to meet deadlines.
- Experience working with budgets and spreadsheets
- Proven interpersonal skills, including experience working with a volunteer board of directors.
- Excellent communication and interpersonal skills, together with the ability to work collaboratively and courteously with colleagues throughout the University, alumni, volunteers, other constituents and the public.
- Excellent verbal, written and presentation skills.
- Strong interpersonal and intercultural skills; an appreciation for diversity and adaptability to different groups and cultures.
- Demonstrated strong writing skills to a wide variety of audiences,
- Demonstrated planning and organizational skills and a collaborative problem-solving approach.
- Flexibility and initiative, as well as the ability to work independently, combined with the skills for thriving in a team environment to achieve goals.
- Demonstrated ability to set priorities and be creative in an environment where resources are generally outstripped by demand.
- Ability to travel between campuses and work evenings and weekends as needed.
- Possession of a valid driver's license and access to a vehicle is required.

EMPLOYER REQUIRED EDUCATION & EXPERIENCE

- Bachelor's degree in a related field. • Project management experience would be considered an asset.



- A minimum of three years of experience in alumni engagement with demonstrated accomplishments in engaging alumni and future alumni, fostering productive relationships with volunteer.

Knowledge Skills & Abilities revised:



EMPLOYEE ACKNOWLEDGEMENT

I have read this Job Description and fully understand and acknowledge the requirements set forth therein. I understand this is to be used as a guide.

Employee Name

Employee Signature

Date