

Job Title	Alumni Engagement Manager
PVN ID	QC-2104-003970
Category	Administrative Services
Location	QUEENS COLLEGE
Department	Development
Status	Full Time
Salary	Depends on qualifications
Hour(s) a Week	35
Closing Date	Jul 14, 2021 (Or Until Filled)

General Description

The Alumni Engagement Manager promotes communication between the College and its network of alumni through social media, the alumni webpage and other strategic methods of communication. Plans and implements programs that increase alumni participation and engagement while budling positive relationships with the College. The position reports to the Senior Director of Alumni Relations.

Other Duties

1. Manage programming, budgets and registration process for alumni activities and events (i.e. reunions, young alumni, commencement and homecoming).
2. Recruit, train and support alumni volunteer leaders and class representatives.
3. Develop communication strategies including e-newsletters to reach young alumni, reunion classes and alumni affinity groups.
4. Oversee and maintain the alumni website and social media accounts with current content presented in a visually appealing and professional manner.
5. Collaborate with the Annual Fund team on philanthropic strategies to increase alumni giving rates and identify and qualify alumni prospects (i.e., peer-to-peer; senior class gift).
6. Responsible for Raiser's Edge reporting, queries and updates to the alumni database.
7. Re-launch the young alumni council.
8. Educate QC club president's and graduating students about alumni services and benefits.

Qualifications

1. Knowledge of marketing, social media and event planning in a higher education setting.
2. Excellent organizational skills, presentation skills and communication skills (both oral and written)
3. Excellent interpersonal skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community.
4. Strong leadership skills with the ability to be persuasive and influential.
5. Ability to prepare and manage budgets.
6. Willingness to travel; some evening and weekend hours required.
7. Ability to maintain a high level of poise and professionalism in all circumstances.
8. Minimum of 5 years of experience.