



Cañada College ♦ College of San Mateo ♦ Skyline College

## GENERIC POSITION DESCRIPTION

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### ALUMNI RELATIONS MANAGER

A Classified Professional Position  
Grade 191S – Salary Schedule 40

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#### A. General Statement

The Alumni Relations Manager helps keep the Colleges' and San Mateo County Community Colleges Foundation's accomplishments and needs in front of the institutions' alumni and students in a variety of ways, including cultivating relationships and the use of electronic media and print communications to publicize local events and meetings. The position will be responsible for planning, coordinating, and attending Foundation programs and activities. The position will also be responsible for cultivating a relationship with alumni that involves coordinating alumni ambassadors and giving programs at each of the Colleges and with alumni groups.

Under the direction of the Foundation's Executive Director, this position would coordinate specific assignments including a combination of face-to-face relationship building, communications, event planning and logistics, data management, coordinating student and alumni involvement in Foundation activities, working in collaboration with the Colleges' communications, student activities, financial aid, and athletic departments. Public contact is extensive and involves alumni, donors, students, faculty, staff, and members of the community to exchange information. A high degree of independent judgment and creativity is required to analyze and interpret data or to resolve a variety of minor and occasional major problems that might arise. Consequences of errors in judgment can be costly in employee time, income, and public relations; however supervisory controls are available to limit risks. The Alumni Relations Manager can direct the work of volunteers, clerical staff, and student assistants as assigned.

#### B. Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Acts as a liaison between the Foundation and the students, faculty, and staff at the SMCCCD Colleges regarding college needs and funding campaigns, services and activities, and logistics of fundraising events
2. Coordinates alumni ambassadors for each SMCCCD College
3. Interviews, selects, trains, and monitors the work of volunteers and alumni ambassadors
4. Manages alumni data using Raiser's Edge software or other similar software

5. Researches, writes, edits, and proofreads news pieces for print/social media/e-mail marketing, fundraising letters, event materials, and website pages
6. Participates in the planning and review of event logistics related to alumni and student engagement, and other Foundation events
7. Works in partnership with the Colleges' Communications departments related to connecting alumni to college reunions, campus ribbon-cuttings, concerts, performances, athletic events, discounts for campus events and more
8. Secures students to volunteer, work at phone banks, update the students/campus community via goal thermometers or other means on a website or at a campus location
9. Coordinates Foundation's role at the annual scholarship reception ceremonies
10. Coordinates Foundation's presence at annual commencement ceremonies
11. Develops Foundation presence on the College campuses to raise student and faculty awareness of the community's and Foundation's support of the Colleges and students
12. Develops relationships with and negotiating discounts with local and relevant businesses for the benefit of alumni and students
13. Initiates, coordinates, schedules meetings with students and alumni
14. Cultivates and manages student and alumni volunteers
15. Plans, develops, and maintains a calendar of events of actions and programs in coordination with SMCCC Foundation staff
16. Develops and maintains current lists and records of individual contacts with alumni ambassadors.
17. Performs other duties as required.

**C. Requirements**

1. Bachelor's degree in marketing, business administration, or a closely related field
2. At least three years increasingly responsible experience with demonstrated effectiveness in non-profit or educational setting that has included elements of fundraising, program development, writing and working with web content, e-mail marketing, social media software and tools, volunteer cultivation, use of a database and a variety of computer software applications, management, and respectful and persuasive communication with people who are diverse in their cultures, language groups, and abilities.

OR

An equivalent combination of education and experience

**D. Physical/Other Requirements**

This classification requires driving a motor vehicle to off-site locations; persuasive communication; adaptability and flexibility in order to perform the essential functions; ability to lift/and or carry 25 pounds; ability to exert manual dexterity sufficient for keyboard and other office equipment operation; ability to speak, hear, and understand speech at normal levels; ability to see for the purpose of reading printed matter.

**E. Knowledge, Skills & Abilities**

1. Knowledge of college and nonprofit fundraising (specific experience with alumni fundraising is a plus)
2. Skill in use of the Microsoft Office Suite, Adobe Creative Suite, and web-based content management systems, e-mail marketing software, and various social media tools)
3. Knowledge of objectives of fundraising programs and principles
4. Skill in problem analysis and solving methods
5. Skill in effective written and oral communication skills (including correct English usage: grammar,

spelling, vocabulary, and punctuation)

6. Skill in planning, project coordination, and evaluation
7. Skill in respectful, sensitive communication with people who are diverse in their cultures, language groups, and abilities
8. Skill in training and leading the work of others
9. Skill in research, compiling and formatting a variety of data for reports
10. Ability to work effectively as part of a dynamic team

(9/2013)