



Employer/Funding Source: UB Foundation Activities, Inc.

Title of Position: Alumni Engagement Assistant

Department: Office of Alumni Engagement

Division: Philanthropy and Alumni Engagement

Supervisor of Position: Associate Director for Alumni Engagement

Date: January 2017

University Overview

UB is a premier, research-intensive public university known for its academic excellence. Driven by our vision—UB 2020—to be counted among the nation’s leading and most distinctive public research universities, a new University at Buffalo is emerging. Building strong connections with our alumni and donors worldwide is critical to our success; the Division of Philanthropy and Alumni Engagement is leading the effort. We are creating a new UB environment that broadens opportunities for alumni engagement, capitalizes on positive student experiences and builds philanthropic support for the university.

Position Summary

Under the general leadership of the University at Buffalo’s Vice President for Philanthropy and Alumni Engagement and the Assistant Vice President for Alumni Engagement, the Engagement Assistant will be responsible for supporting the overall alumni engagement strategy of the university. Responsibilities will focus on engaging UB graduates (and friends) with the goal of involving and engaging alumni in meaningful and sustained ways with each other and with UB. This position will directly support the Regional Alumni Program with potential programmatic collaboration in support of Young Alumni Programs, Alumni Career Services and Volunteer Services. Collaboration with alumni engagement staff directing these programs will be essential for success.

Duties and Responsibilities:

- Support the coordination and logistical planning of national and international chapter events (from conception through completion), including venue research and menu selection, event registration, email invitations and social media content, name badge management, onsite event management, and post-event wrap-up.
- Assist with, and often independently manage, the development of alumni engagement initiatives in geographic clubs including event concept and implementation and relationship building with club leadership groups.

- Work in strategic collaboration with the Young Alumni Program, Alumni Career Services and Volunteer Management staff to support Office of Alumni Engagement initiatives including program execution, event collaboration and logistical support.
- Work in conjunction with other units – divisionally and university wide – in strategic and collaborative efforts to increase alumni engagement.
- Support the coordination, logistical planning, and management of large-scale, annual alumni events such as Homecoming, the Alumni Association Achievement Awards and Volunteer Leadership Summit.
- Assist with office target marketing efforts including tracking engagement analytics of event and programmatic emails, tracking survey respondents and aggregation of data.
- Other duties as assigned.

Reporting Relationships:

The Engagement Assistant reports directly to the Associate Director for Alumni Engagement in the Office of Alumni Engagement and works collaboratively with other staff within the office to maximize alumni relationships and connections with the university.

Functional Relationships:

Within the Division of Philanthropy and Alumni Engagement, the Engagement Assistant works closely with other colleagues in the division, alumni officers in the schools/units, and unit-based philanthropy staff. The Engagement Assistant also may collaborate with partners in Annual Giving, Donor Relations and Stewardship, Donor and Alumni Communications, and Prospect Research.

Minimum Qualifications:

- Bachelor's degree required.
- At least 2 years of experience in one, or a combination, of the following areas (1) alumni relations, (2) higher education, (3) event management, or (4) volunteer management.
- Excellent written and verbal communication skills.
- Ability to manage multiple projects and to see projects through to a timely completion.
- Ability to work independently, with minimal supervision.
- Ability to work effectively and collaboratively with a wide array of individuals on projects and programs.
- Experience in developing and implementing strategies for achieving operating goals.
- Solid, general knowledge of Microsoft Office programs and data systems experience.
- Ability to work nights, weekends and travel periodically, as needed and requested.