

University of Virginia Alumni Association

JOB DESCRIPTION

Job Title: Assistant Director -- Student Engagement

Full-time/Part-time: Full-time

FLSA Status: Non-exempt

Supervisor: Director -- Student Engagement

Date Prepared: April 2019

GENERAL SUMMARY:

The Alumni Association seeks to build the strongest bond among alumni and between alumni and the University while representing the independent voice and perspectives of alumni. For more on our mission, visit the Alumni Association [website](#).

The Engagement Department of the UVA Alumni Association is responsible for pan-University engagement efforts that build affinity among alumni and between alumni and the University. The department focuses on three program areas: Alumni Events, Student Engagement, and Generational and affinity-based programming.

The Student Engagement sub-department aims to facilitate for students a lifelong relationship with the University and connectedness among the student/alumni community. Additionally, we seek to enhance the student experience, in partnership with the University. The Student Engagement team is responsible for designing and implementing programs, events and communications targeted at undergraduate students. This position, along with the Director and Assistant Director of Student Engagement, will plan and execute a wide array of student engagement communications, events, targeted outreach to niche student groups, and advising of the Class Councils and Trustees.

SPECIFIC DUTIES AND RESPONSIBILITIES:

- Assist in development and implementation of Association's new student engagement programs. Develop ideas and communications to generate interest and increased participation by students in Alumni Association's offerings.
- Manage logistics and execution of signature student engagement events, such as bingo nights, First Year Food Fest, game-watching parties, student/alumni networking, and more. Manage event budgets and coordinate/execute contracts and event details. Implement event attendance tracking protocol and event assessment.

- Develop plans for recruitment and training of a Student Alumni Council (SAC). Serve as primary advisor to SAC—managing budget and calendar and empowering Council members to be brand ambassadors. Utilize SAC to assist with planning and staffing of student engagement events.
- Work with Marketing team to develop comprehensive and compelling marketing strategies to promote our student engagement offerings. Deploy technologies and tools, including use of MobileUp app, to increase awareness and improve effectiveness. Partner with Marketing and Procurement to develop and order promotional materials to build students’ awareness and affinity for the Alumni Association.
- Cultivate and maintain lasting relationships between a broad cross-section of students and the Alumni Association. Plan and execute dedicated outreach to particular niches of the student population, including student leaders, transfer students, etc.
- Facilitate the development of co-sponsored programs to enhance the brand of the Alumni by developing strong partnerships with numerous affiliated groups. Additionally, build and maintain relationships with Alumni Association corporate partners and local vendors.
- Support planning and execution of various Reunions Weekend events. Assist in the coverage of events such as Young Alumni Reunions, Reunions Weekends and other Association activities.
- Serve as an overall concierge for students and alumni to enable them to engage with the University at any time.
- Represent the Alumni Association at various Association and public events.

EDUCATION:

1. A bachelor’s degree is required. A degree from the University of Virginia is preferred and/or an active knowledge of the University and its traditions is necessary.

EXPERIENCE:

1. Two to three years’ experience in a position where event planning was primary is preferred.
2. Experience advising/leading college-aged students is preferred.
3. Experience developing and implementing marketing plans is preferred.
4. Experience monitoring and managing budgets preferred.

SKILLS/QUALIFICATIONS:

1. Well-developed written and oral communication skills.
2. Excellent organizational abilities and strong attention to detail.
3. Demonstrated problem-solving skills; ability to manage multiple projects both independently and collaboratively.
4. Ability to manage work and expectations of volunteers and student workers.

5. Excellent skills in all Microsoft Office software applications.
6. Extensive knowledge of social media, targeted marketing, and web-based advertising. Ability to learn proficient use of Wordpress to manage departmental websites.
7. Ability to adapt to rapidly evolving technological means of communicating to students.
8. Ability to learn proficient use of Advance (alumni development program) is necessary.
9. Ability to prioritize and manage multiple tasks and meetings simultaneously is necessary.
10. Design skills, advanced Excel skills, and research skills are all highly desirable.
11. Ability to think strategically and creatively to build and grow programs.

CONTACTS:

1. UVA Alumni Association staff/co-workers
2. Office of the UVA Vice President for Student Affairs
3. UVA Offices of the Dean of Students, Vice President of Student Affairs, Housing/Residence Life, and Orientation and New Student Programs
4. University Career Center
5. Vendors
6. Corporate partners
7. University of Virginia personnel
8. Undergraduate leaders of student organizations
9. UVA. Alumni Members/Alumni

ENVIRONMENTAL/WORKING CONDITIONS:

Fast-paced office environment. Sporadic lifting of materials weighing up to 50 lbs. may be required.

OTHER:

The position necessitates overtime on weekends and evenings and requires the devotion of at least three full weekends to the Association over the course of the year related to both student and alumni engagement. There will be additional evening and weekend work based on student events requiring support. This position is a full-time, non-exempt position, (40 hours / week) but may be flexible within the week depending on overtime hours.