

**Draft Classification Standards – Rev. 3/29/2024**  
**Alumni Relations Series**

<b>Class Title</b>	<b>Class Code</b>	<b>Issue Date</b>	<b>FLSA</b>
<i>Alumni Relations Professional I</i>	XXXX	XXXX	<i>Non-Exempt*</i>
<i>Alumni Relations Professional II</i>	XXXX	XXXX	<i>Exempt*</i>
<i>Alumni Relations Professional III</i>	XXXX	XXXX	<i>Exempt*</i>

**OVERVIEW:**

Positions classified within the alumni relations series are responsible for managing and coordinating comprehensive alumni engagement programs. These roles involve supporting the university’s efforts in developing and implementing strategies to build and foster strong relationships with alumni by coordinating alumni events and programs as well as facilitating meaningful connections between alumni and the university.

Positions are assigned to classifications within the series based on the scope and complexity of alumni relations activities; degree of independence and judgement; experience, knowledge, skill, and ability required; degree of planning, analysis, and execution required by the position; impact and risk to the university; and nature of supervision received.

Positions perform tasks that may include, but are not limited to, planning and execution of alumni events, including reunions, networking events, and fundraising initiatives; developing and implementing alumni communication strategies; cultivating relationships with alumni, and other key stakeholders; managing alumni databases and responding to alumni inquires; recruiting alumni leaders and volunteers; budget management, report generation, and coordination of meetings and committees. Higher levels within the series build upon and include the knowledge and skill requirements and work assignments of lower levels within the series.

***Alumni Relations Professional I*** – Entry-level professional who applies basic professional concepts to resolve problems of limited technical scope and complexity; normally operates under detailed guidelines and work is reviewed for accuracy. Assignments are routine in nature and involve performing various analytical duties to coordinate fundraising campaigns and donor outreach. Follows standard practices and procedures. Conducts analysis of alternative options utilizing data and information. Routinely interacts with stakeholders, donors, and prospects while representing the university.

***Alumni Relations Professional II*** – Professional who applies acquired alumni relations job skills to build and foster relationships with the alumni community. Completes significant assignments and manages projects of moderate technical scope and complexity. Draws from prior experience and knowledge of alumni relations principles and concepts to exercise judgment while determining appropriate action. Provides input for new programs and procedures.

***Alumni Relations Professional III*** – Professional who applies advanced alumni relations job skills to build and foster relationships with the alumni community. Creates and implements substantive alumni relations programs, events, and initiatives. Exercises

\* This classification as outlined in this document meets the duties test of the Administrative Exemption. An employee’s actual exemption status may differ based on salary rate and actual duties performed.

advanced discernment while utilizing knowledge of alumni relations best practices to develop and deliver events and initiatives. May require the development of new approaches, techniques, and innovation to address issues.

## **DISTINGUISHING CHARACTERISTICS**

Positions in this classification focus on supporting alumni relations and fundraising opportunities. In-person solicitation and building relationships with alumni are not typically performed in this classification.

## **TYPICAL PROGRAMS, ACTIVITIES, AND CORE FUNCTIONS/DISCIPLINES (*May include but are not limited to*):**

- *Alumni Engagement Initiatives* – Supports the development and implementation of alumni engagement strategies aligned with the university's mission and goals. Collaborates with university leadership, faculty, and staff to identify and prioritize alumni engagement initiatives. Monitors and evaluates the effectiveness of alumni engagement efforts, providing regular reports and recommendations.
- *Alumni Events and Programs* – Plans, coordinates, and executes a variety of alumni events and programs, including reunions, networking receptions, mentorship opportunities, and professional development workshops. Collaborates with alumni volunteers and affinity groups to develop and implement engaging and relevant alumni programs. Coordinates logistics for alumni events, including venue selection, catering, invitations, and program development. Provides on-site support during alumni events, ensuring a positive and memorable experience for attendees. Collaborates with university departments to leverage alumni expertise and resources for the benefit of the university community.
- *Alumni Communications and Outreach* – Develops and implements communication and marketing strategies to engage and inform alumni of university programs. Collaborates with the marketing and communications team to develop compelling content for alumni communications and alumni community programs. Creates and utilizes alumni communication channels, including newsletters, social media platforms, and alumni websites as well as other communication channels to share university updates, recognize donors and volunteers, promote alumni achievements and success stories, and inform alumni of opportunities for involvement.
- *Volunteer Management* – Recruits, trains, and coordinates alumni volunteers to support alumni engagement initiatives and programs. Provides guidance and support to alumni volunteers in their roles as ambassadors and advocates for the university. Coordinates volunteer recognition and appreciation activities to acknowledge the contributions of alumni volunteers. Fosters strong relationships with alumni volunteers, ensuring their ongoing engagement and satisfaction.
- *Alumni Database Management* – Oversees the management and maintenance of the alumni database, ensuring accurate and current records of alumni contact information, engagement activities, and giving history. Utilizes data analytics to track alumni engagement trends, measure program effectiveness, and inform strategic decision-making.

## **ALUMNI PROFESSIONAL I**

Under direct supervision, performs entry-level technical and professional work within the alumni relations field including gathering and analyzing data; producing reports; assisting in alumni relations activities; representing the university and ensuring compliance with applicable regulations. Performs less complex assignments following detailed and established procedures. Work is regularly reviewed for understanding of professional concepts and compliance with policies and procedures.

### ***Work assignments typically include some or all of the following:***

- ◆ Provides planning and communication support for fundraising and annual giving campaigns.
- ◆ Prepares standardized alumni recognition and acknowledgements, tributes for memorialized alumni, and related communications and/or recognitions.
- ◆ Follows scripts and communication plans to perform alumni outreach. Researches, edits, and updates alumni profiles. Uses tracking systems to maintain detailed records of contacts.
- ◆ Plans and coordinates fundraising event logistics.
- ◆ Serves as day-to-day contact for donors and alumni inquiries.
- ◆ Consults with other alumni relations professionals for direction in responding to complex or more difficult questions and situations.
- ◆ Gathers and analyzes data to support alumni relations activities.
- ◆ Provides work direction to volunteers, student employees, and administrative staff as needed.

### **MINIMUM QUALIFICATIONS:**

#### ***Knowledge and Skill:***

- ◆ General professional knowledge of alumni relations strategies.
- ◆ Strong attention to detail and accuracy.
- ◆ Analytical and math skills to complete research and reconcile financial accounts.
- ◆ Organizational skills to plan, organize, and prioritize work.
- ◆ Demonstrated communications and interpersonal skills to collaborate effectively with internal and external stakeholders.
- ◆ Skill in following guidelines and providing input and feedback as required and applicable.
- ◆ Flexibility to adapt to changing priorities and deadlines.
- ◆ Ability to work independently and as part of a team, with a service-oriented approach.
- ◆ Computer skills to appropriately use technology and relevant software packages.

#### ***Experience and Education:***

Equivalent to a bachelor's degree in a related field. Relevant education and/or experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis.

## **ALUMNI RELATIONS PROFESSIONAL II**

Under general supervision, administers alumni engagement strategies, programs, and policies. Responsibilities cover all aspects of alumni relations. Work is reviewed for soundness of judgement to ensure the successful execution of alumni engagement and alumni events, stakeholder engagement, and communications. Decision-making requires interpretation and knowledge of alumni relations best practices and procedures; alumni event planning or stewardship guidelines; and organization policies and protocols. Works independently on most day-to-day assignments with general supervision on new assignments or projects to ensure alignment with objectives. Handles multiple work priorities and is accountable for own work results.

***In addition to duties performed by the Alumni Relations Professional I, the Alumni Relations Professional II typically performs the following duties:***

- ◆ Maintains and updates alumni databases, websites, and other platforms for alumni communication.
- ◆ In collaboration with communication experts, determines marketing and communication approaches for multiple alumni related projects and engagement campaigns.
- ◆ Serves as a liaison to alumni chapter committees and boards and follows up on university action items. Travels to regional alumni community events and locations to represent the university, recruit volunteers, and interact with key stakeholders.
- ◆ Collaborates with university stakeholders by providing information and contacts for alumni advocacy and donation solicitation.
- ◆ Creates alumni outreach communications and communication vehicles.
- ◆ Recruits, onboards, and maintains a strong relationship with alumni volunteers.
- ◆ Tracks and analyzes alumni event attendance, interactions, and volunteering and summarizes findings in reports.
- ◆ Oversees planning, logistics, and execution of a variety of alumni events.
- ◆ Monitors project timelines, deliverables, and reporting requirements for multiple alumni relations projects, campaigns, and events.
- ◆ Consults with more senior alumni relations professionals to respond directly to unusual or complex situations.
- ◆ Recommends improvements in designs, processes, and procedures Evaluates and recommends policy and practice changes.
- ◆ May lead and train professionals and other staff. Orients and interacts with student employees and alumni and coordinates work.

### **MINIMUM QUALIFICATIONS:**

***In addition to Alumni Relations Professional I knowledge and skill requirements, work assignments typically require:***

- ◆ Working knowledge and understanding of alumni relations principles and current best practices.
- ◆ Demonstrates competence in applying judgment to resolve non-standard problems and issues. Includes interpretation of applicable regulations, standards, and guidelines.
- ◆ Strong analytical and organizational skills to plan, organize, prioritize, and coordinate the successful completion of alumni events within time and budget constraints.

- ♦ Strong communication and interpersonal skills to effectively build multiple stakeholder relationships and guide the development of appropriate materials to increase alumni engagement.
- ♦ Ability to effectively lead and train staff, student employees, and volunteers.
- ♦ Knowledge of alumni relations, student affairs, event planning, and stewardship principles and processes.
- ♦ Proficiency in using alumni management systems, community management platforms, and related technology.

***Experience and Education:***

Equivalent to a bachelor's degree in a related field and two years of relevant experience. Additional experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis. An advanced degree in a related field may be substituted for the required experience on a year-for-year basis.

**ALUMNI RELATIONS PROFESSIONAL III**

Working independently under general supervision, performs advanced alumni relations work. Develops and delivers alumni engagement campaigns and major alumni events under the direction of management. Demonstrates advanced discernment in determining appropriate plans and methods to achieve effective stewardship and alumni relations goals. In collaboration with management, assesses, formulates, and evaluates programs, policies, and procedures. Decision-making is based on alumni engagement best practices; demonstrated experience; advanced knowledge of relevant federal, state, and local regulations; and university policies and protocols. Work is performed with minimal oversight focused on ensuring alignment with overall objectives. Handles multiple work priorities and may provide lead work direction to other professional or administrative staff with accountability for results.

***In addition to duties performed by the Alumni Relations Professional II, the Alumni Relations Professional III typically performs the following duties:***

- ♦ Collaborates with academic departments, college/campus leadership, student organizations, and other stakeholders to develop strategies to foster alumni engagement with the university.
- ♦ Handles sensitive and complex alumni situations, utilizing expert networking as well as interpersonal skills.
- ♦ Develops and recommends communications strategies for the Alumni Association or other alumni organizations.
- ♦ Plans and executes all types of alumni events and initiatives.
- ♦ Manages volunteer programs and initiatives in order to involve alumni in university activities.
- ♦ Oversees outreach and communication efforts to keep alumni informed and engaged with current university policies, programs, and initiatives.
- ♦ Designs new and recommends improvements to existing alumni relations policies, processes, and procedures.
- ♦ Designs and delivers training programs for alumni relations team members.
- ♦ Leads and provides work direction and mentorship to staff, contractors, student employees, and volunteers.

## **MINIMUM QUALIFICATIONS:**

***In addition to Alumni Relations Professional II knowledge and skill requirements, work assignments typically require:***

- ◆ Advanced knowledge and understanding of alumni relations, student affairs, and or advancement practices and policies.
- ◆ Demonstrated competence in applying advanced judgment to resolve difficult and complex problems and issues.
- ◆ Advanced analytical and organizational skills to prioritize and manage alumni engagement initiatives and to successfully manage projects within time and budget constraints.
- ◆ Advanced communication and interpersonal skills, including political acumen to build partnerships and communicate effectively with multiple stakeholders in a diverse environment. Ability to effectively present ideas and training as well as successfully engage with faculty, students, and alumni and their families.
- ◆ Advanced skill in effectively mentoring or overseeing the work of others as well as training staff and faculty on advancement practices and procedures.
- ◆ Advanced skill to appropriately use technology and relevant alumni community management systems.

### ***Experience and Education:***

Equivalent to a bachelor's degree in a related field and four years of relevant experience. Additional experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis. An advanced degree in a related field may be substituted for the required experience on a year-for-year basis.