

UNIVERSITY OF DALLAS

Director of Alumni Relations & Communications

Job Number: 7595UD

Advancement

Date Posted: August 09, 2019

WHO WE ARE

The University of Dallas is a private university that leads in academics and has been consistently ranked as one of the top regional universities in the country, holding a place on both U.S. News & World Report's list of the top 10 Catholic colleges in the West and Forbes' Best Value Colleges. We thrive on professional development, a family-oriented environment, our rich traditions and exceptional employee benefits.

JOB DESCRIPTION

UD is currently seeking a Director of Alumni Relations & Communications. This position is the key advancement manager responsible for executing the university's alumni relations program – strategy through implementation. Develops and manages a comprehensive program of alumni activities and events that will retain positive relationships with graduating students and alumni to encourage their continued financial support for the university and active participation in alumni affairs. Will work closely with the Annual Giving team to ensure that messaging pertaining to the Cor Fund is cohesive.

PRIMARY RESPONSIBILITIES

- Develops and implements key strategies for engaging alumni in the university. Programs enhance the educational, social, and professional development as well as promote and stimulate alumni relationships and long-term association with the university. Works with administrators, faculty, and volunteers to carry out plans.
 - Manages event execution, marketing, oversight and post-event analysis for alumni events:
 - Alumni Family Weekend
 - Distinguished Alumni Awards Dinner and its nomination process
 - Local and regional alumni activities (EnCore, Groundhog, etc.)
 - Other events as required.
 - Serves as staff supervisor for the Student Foundation (undergraduate club).
- Manages and executes alumni activities across the university. Identifies, recruits, and cultivates alumni volunteers.
- Develops the communication strategy (message and voice) behind the alumni relations, annual giving, major gifts and planned giving programs. Authors appeal communication, alumni articles for print and web, invitations, and event speeches, etc. that clearly communicate the UD voice. Manages and produces the digital and print communications and is responsible for cohesive messaging for university constituents (alumni, donors, friends, parents, and faculty/staff).
- Creates a strategy and manages alumni social media accounts (Facebook, LinkedIn, Instagram, and YouTube). Produces digital content (i.e. Living UD podcast and Facebook Live events).
- Works with Advancement Services to ensure the database and alumni website are current. Designs email marketing pieces in Raiser's Edge and NetCommunity. Identifies opportunities to streamline and improve processes.
- Serves as a staff liaison to the National Alumni Board.
- Manages the alumni relations budget.

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MINIMUM REQUIREMENTS

- Bachelor's degree in related field required. Master's degree preferred.
- Five years of experience in alumni relations, communications, or development required. Seven or more years of experience preferred.
- Experience developing and implementing advancement related programs, events, or activities.
- Demonstrated track record of success in alumni event execution and oversight.
- Professional experience in advancement administration in an educational, academic, or higher education environment.
- Proven ability to communicate effectively and credibly to university constituents, university alumni, and members of the public.
- Experience in Blackbaud NXT and NetCommunity, strongly preferred.

ADDITIONAL INFORMATION

- The position requires the ability to work irregular work hours, including nights and/or weekends.
- Must be willing to travel and manage projects while off campus.

BENEFITS

UD provides competitive pay and benefits, including eligibility to participate in medical, dental, life and disability insurance; employee events; a health and wellness program; a free fitness center; competitive leave programs; free tuition for employees and their families; and matching retirement plan contributions.

If this sounds like the job for you, apply online at: <https://hr.udallas.edu/apply/>

The University of Dallas seeks to recruit, develop, and retain faculty, staff and administration of the highest caliber.

The University is an Equal Opportunity Employer, and encourages applications from female and minority candidates and others who will enhance our community and advance our Mission.