

COORDINATOR – ADVANCEMENT/ALUMNI PROGRAMS*

Function of Job:

Under general direction from designated administrator, direct assigned advancement/alumni programs; promote the involvement and participation of alumni, donors, volunteers, friends of the college/university and/or students in such events and activities; provide leadership in assigned areas of program development and management.

Characteristic Duties and Responsibilities:

1. Identify appropriate college/university-related constituencies and develop, plan, organize, implement, execute, and evaluate a specific advancement/alumni program of events/activities, as assigned.
2. Identify, recruit, train and manage volunteers from ranks of alumni/students/USNH personnel or friends of the college/university, meet with them as necessary to discuss their participation in events and activities and advancement/alumni membership and/or donor programs.
3. Work to influence favorably an attitude of affinity for the college/university on the part of various constituencies and represent the Advancement/Alumni Association to such constituencies as assigned.
4. Based on goals and objectives, design, develop, implement, direct and oversee special programs, events, projects and services for approval by supervisor and/or sponsor, which may include an organized voluntary support program for a designated group or constituency.
5. Act as the college/university's representative and liaison with local, regional and/or national groups, agencies, sponsors, advisory boards or other constituencies, working to increase visibility of program and further program objectives.
6. Evaluate success of programs, projects, services and/or special events and recommend continuance, change, improvement or discontinuance.
7. Participate in conferences/workshops and other professional development activities.
8. In conjunction with other program development staff, create new policy and program development to stimulate and maintain donor/alumni/student interest.
9. Hire, train, evaluate and supervise staff as assigned.
10. Create or enhance educational components in scheduling all major program activities by taking advantage of college/university schedules and resources.
11. Develop, interpret, monitor and administer budget for area(s) of responsibility.
12. Create and direct preparation of promotional mailings, brochures, electronic communications, or other marketing materials for events/activities.
13. Work with various Advancement and/or Alumni Association Committees and the Alumni Association Board of Directors, as required.
14. Participate in institutional professional development and training.
15. Perform related duties as assigned.

Minimum Acceptable Qualifications:

1. Bachelor's degree and two years related work experience.
2. Excellent communication skills, both in speech and in writing.
3. Human relations skills, with ability to motivate various constituencies.
4. Supervisory and organizational skills.
5. Ability to communicate and engage with diverse populations and age groups

Additional Desirable Qualifications:

1. Degree from a USNH institution.
2. Experience with an educational institution or non-profit agency.

3/24/11
System Approval

1/31/11
Effective Date

*Revised - Original approved 7/9/87 with dual title of "Director – Alumni-Related Events/Activities (On Campus) and "Director – Alumni-Related Events/Activities (Off Campus) ; revised 10/17/05 AND 10/10/08 as Coordinator – Alumni Programs

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.