
Job Title	Assistant Director, Alumni Relations
PVN ID	BA-2204-004715
Category	Administrative Services
Location	BARUCH COLLEGE
Department	Alumni Relations Office
Status	Full Time
Annual Salary	\$60,000.00 - \$68,000.00
Hour(s) a Week	35
Closing Date	Jun 22, 2022 (Or Until Filled)

General Description

The Office of Alumni Relations seeks an Assistant Director to help fulfill its mission to better serve and engage Baruch College's network of 160,000 alumni. In specific, this person will serve as the team lead for a variety of email marketing, communications, data management, and technology initiatives, and plan and produce alumni events for specific alumni audiences.

Other Duties

- Collaborate with Alumni Relations colleagues and steward alumni event marketing campaigns, including: managing event marketing schedules; designing event invitations using Canva or other software; creating registration pages using Finalsite CRM; promoting events through email marketing; and circulating alumni event registration lists to internal partners before and after each event
- Produce bi-weekly Alumni Event Calendar and post event marketing messages on targeted social media platforms
- Manage master online alumni event calendar and internal communications calendar; compile and analyze end of year event and attendance data
- Collaborate with partners across campus on producing and promoting targeted alumni events and alumni communications projects
- Plan alumni events for targeted alumni populations, including coordinating catering, room bookings, speaker invitations, event marketing, registration and on-site logistics
- Staff alumni events in person and online, managing onsite registration / ZOOM room logistics
- Liaise with Advancement Services team on various alumni data projects such as alumni information updates and creating targeted communications lists using Raiser's Edge NXT
- Manage the design and distribution of alumni data projects, including surveys using Qualtrics
- Manage the Alumni ID marketing, acquisition and distribution process with the campus ID center
- Manage the design, production and distribution of branded merchandise

- Serve as team liaison to affiliate partners including The Penn Club and Becker Education
- Recruit and manage day to day assignments for student office workers
- Serve as department office manager and manage alumni phone and email inquiries
- Assist with other projects as needed

Qualifications

- Bachelor's degree
- Four+ years' work experience, ideally in education, nonprofit, or cause-driven office environment
- Superior email marketing and data management skills
- Strong event planning and program management skills