



**Virginia Union University
1500 N. Lombardy Street
Richmond, VA 23220**

**Vacancy Announcement
Director of Alumni Relations
Division of Corporate and External Affairs**

The Director is responsible for managing the daily operation of the Alumni Relations Office, organizing and implementing alumni events and programs, and supporting the efforts of the National Alumni Association to enhance alumni relations with the Association and the University.

General Description and Responsibilities:

- Provide leadership and management of a creative and active program of alumni outreach, offering services to an alumni population of 9,000+. Travel the country as necessary to make face to face visits with alumni. Work with alumni to establish new alumni chapters and assist in providing alumni programming. Assist established alumni chapters with strategy and execution for programming.
- Provide services of a routine and regular nature to the alumni population in re-establishing contact with “lost” classmates, use of University facilities and services, updating of mailing lists and constituent records, and hosting alumni as they visit the campus.
- Collect, organize and provide information about alumni for various university/alumni publications. Provide and maintain alumni profiles and related information for dissemination. Assist in the production of various alumni communication vehicles.
- Coordinate and manage the Pre-Alumni Council and their events.
- Develop schedules, coordinate logistical requirements, and produce promotional materials in support of alumni programs and events.
- Maintain a complete calendar of alumni activities and programs. Provide clear and consistent communication between the alumni and the university.
- Organize and implement all alumni programs and special events such as Homecoming and Reunions. Establish class reunion committees as well as class agents. Provide support and administration for reunion committees each year.
- Represent the University at alumni attended events.
- Provide leadership, support, and work with the Office of Enrollment Management on the alumni and admissions program.

Liaison- National Alumni Association:

Serve as the liaison to the National Alumni Association and its board, coordinating activities and programs in order to effectively involve the Association in the overall alumni relations program.

- Assist the Association in its dealings with the University and represent the University in its dealings with the National Alumni Association.
- In cooperation with the Alumni Association Finance Committee, prepare an annual budget that includes revenues and expenditures related to both University and Alumni Association resources and present that budget to the Vice President for Institutional Advancement and the Alumni Association at least 60 days prior to the beginning of each fiscal year.
- Prepare reports to the Alumni Association Board.
- Develop and implement services that benefit alumni and the University (e.g., credit card program, travel programs, insurance, licensing agreements, affinity license plates, on-line services, sportswear, lamps, rings, watches, consumer services).
- Provide support to current Alumni Association chapters, affinity groups and affiliates through coordination of events and communications that promote the activities of those chapters, affinity groups and affiliates. In cases where sufficient volunteer support is available, encourage the development of new alumni chapters, affinity groups and affiliates through research of alumni in specific geographic areas or interested constituencies. Represent the University at Alumni sponsored events.

Liaison – University/Development:

- Work with the Office of Development to encourage financial support by alumni for the University.
- Represent the Office of Alumni Relations and the Alumni Association on selected University committees

Management:

- Reports to the Vice President for Institutional Advancement. Work independently in developing and implementing the department's goals.
- Develop and oversee the Alumni Relations budget.
- Develop and implement the strategic goals, strategies and tactics for the department. The goals are part of the total strategic plan for the Advancement Division and Alumni Association and approved by the Vice President for Advancement.
- Supervise clerical staff, student workers, and volunteers.
- Work effectively within the environment of distributed leadership as a University manager.
- Travel extensively both regionally and nationally to identify, cultivate, solicit, and steward donors to the College. More than 65 percent of the Director's time will be invested in conducting face-to-face contacts with prospects. A minimum of 20+ personal visits will be scheduled monthly for the purpose of field research, cultivation, solicitation, and stewardship.

Qualifications:

- Bachelor's degree required; master's preferred.

- Excellent organizational, interpersonal, and communication skills and a willingness to travel and meet evening and weekend obligations as required.
- Have a minimum of 5 years of experience in the areas of alumni relations, institutional advancement, non-profit management, or corporate/foundation executive management.
- Preference is given to a higher education background and a proven track record of increasing alumni/donor participation.
- Applicants must successfully complete interview process to be considered as a finalist.

Salary: Commensurate with experience

Applications Deadline:

Review of candidate materials will begin immediately and will remain open until filled. Applications should include a resume with three references and a cover letter and should be attached after your application has been submitted online (you will be prompted to do so) or submit your materials to resumes@vuu.edu. Please call (804) 257-5721 with any questions.

The selected applicant may be required to submit to a background investigation. VUU is an Equal Opportunity Employer. We consider qualified applicants with regard to race, color, religion, sex, national origin, sexual orientation, disability, gender identity, protected veteran status, or other protected class.

For more information about Virginia Union University, visit <https://www.vuu.edu/about-vuu>

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