

MSA Alumni Relations Coordinator Job Description

Position Description

The MSA Alumni Relations Coordinator plays a vital role by establishing, creating and maintaining a strong relationship between all MSA Alumni and the MSA community. Under the supervision of the Director of Advancement, the Alumni Relations Coordinator's primary responsibility is to organize all functions of alumni relations to execute an annual alumni plan with all activities developed and approved by MSA, related fundraising events, and planning and running special events. The coordinator will have input for the design of the annual plan to serve the MSA alumni body numbering approximately 1000 female and male graduates, with particular focus on a co-educational alumni base of graduates over the past thirty years (since 1985); building a value-driven alumni culture with current students; and implementing services and activities that engage alumni and encourage participation and support of MSA. This is a full-time position in the Advancement Office and includes employee benefits.

Primary Responsibilities

- Develop, plan, schedule and execute alumni events throughout the year including class reunion gatherings, homecoming and other events throughout the year to promote continued contact with MSA graduates.
- Generate alumni interest and connectedness through various avenues including social media, print, email, phone, MSA website and personal network and interaction.
- Work with Development to increase alumni attendance at events/ reunions and fundraising participation. Solicit gifts through several appeals including in-person, direct mail (includes writing special letters/email solicitations directed to the young alumni) online and by telephone and text contact.
- Work with faculty members and MSA staff to identify upperclassmen who will serve as leaders and MSA class agents during senior year and after graduation. Enhance the alumni culture on campus while building an effective student-alumni transition program by developing programs/activities with current students to help them bond as a class and remain connected and supportive of MSA as MSA alumni. This will include assistance in the organization and implementation of the annual graduation, baccalaureate and award ceremonies with the planning, coordination and presentation of a senior class gift and graduating class plaque during the commencement period..

- Maintain alumni records and other files, including updated alumni information and alumni news for use in relevant communications and MSA Bell Tower Magazine. Search for and engage “lost” alumni, update their contact information and maintain their database records on an ongoing basis.
- Use social media (Instagram, Facebook, Twitter, Snapchat.) to engage alumni about MSA events and activities.

Secondary Responsibilities

- Assist Director and Asst Director of Advancement when needed.
- Support and manage execution of school events when appropriate.

Qualifications

- Bachelor’s degree with preference for previous experience in Alumni Relations
- Public relations, marketing and event planning experience preferred
- Ability to communicate clearly and effectively, verbally and in writing.
- Self-starter who can work creatively and independently
- Experience and ease with PC, graphic design, Facebook, Twitter, Instagram, Snapchat and LinkedIn preferred.
- Ability to quickly learn Miller’s fundraising software.
- Ability to collaborate with faculty, staff, admin and parents and handle confidential material responsibly.
- Strong organizational skills and attention to detail.
- Positive attitude, flexible approach, a sense of humor and ability to work with a wide spectrum of individuals.
- Must be able to work evenings and weekends as warranted as well as off-site at local and regional alumni events. Ability to operate a motor vehicle.
- Must satisfactorily complete all required background checks.

How to apply

Please send a cover letter and resume to: Human Relations, Miller School of Albemarle, 1000 Samuel Miller Loop, Charlottesville, Va 22903 Attn: Alumni Relations Coordinator or email to gstewart@millerschool.org