

Alumni Relations/Communications Coordinator

Position Description

Education:

Bachelor's degree from a regionally accredited institution in an appropriate field or discipline required, or a minimum of five years of development, donor relations, or communications experience.

Experience:

Two years or more experience in donor relations and/or communications. Experience in development, donor relations, event planning, and communications.

Licensure:

Must maintain valid driver's license. Travel is required for recruiting and networking.

Reports to:

Director of Marketing and Public Relations

Purpose:

The Alumni Relations/Communications Coordinator works with the Director of Marketing and Public Relations in planning and implementing the Methodist College alumni relations plan with a focus on fostering relationships with alumni, special event planning, and writing content for various platforms including blog posts, social media posts, press releases and newsletters. This position requires a proactive, outgoing individual and independent thinker able to multi-task and work within a very busy environment.

Responsibilities:**Identify and Cultivate Alumni**

1. Promote program opportunities to engage alumni for social and educational purposes
2. Inform alumni through bi-annual Dimensions Newsletter and monthly e-blast newsletters of college updates and upcoming events
3. Utilize electronic/social media as an outlet to engage alumni
4. Plan and oversee annual alumni reunion
5. Collaborate with Student Services to offer alumni/student events during the academic year
6. Serve as liaison with the Alumni Board
7. Keep Alumni Records Up To Date
 - a. Utilize surveys of graduating students to maintain Raiser's Edge Database

- i. Administer graduation survey to collect alumni information and generate press release of graduates information
- b. Continually oversee mailings and other alumni communication
- c. Coordinate with Office of Institutional Research & Planning to administer the six-month alumni employment survey
- d. Maintain the historical records of the alumni association
- e. Update the Methodist Alumni webpages on a regular basis

Marketing and Public Relations Communications Projects

1. Write blog posts for Methodist College website that will feature student, employee, and alumni human interest stories.
2. Write press releases and advisories promoting Methodist College events and activities.
3. Write engaging posts for various college social media platforms.
4. Assist director in posting of information to on-campus monitors and mobile application.

WORKING CONDITIONS AND PHYSICAL EFFORT:

- Work is performed in an interior-office/room work environment as well as driving Methodist College vehicle to and from events/activities.
- Limited exposure to physical risk.
- Limited physical effort required.
- Noise levels not above a point that hearing protection is needed.

COMMUNICATION:

- Excellent communication skills.
- Interacts effectively with students, staff, faculty, and external clients of MC.
- Excellent writing skills that follow public relations, journalism, and correct grammatical standards
- Must have ability to interact effectively & courteously with culturally diverse groups.
- Ability to communicate only the facts to recipients or to decline to reveal information.
- Ability to project a professional, friendly, and helpful demeanor.