

# **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

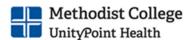
#### **Purpose:**

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.