**Department of Human Resources**

**OPSEU Job Description**

**Job Title:** Coordinator, Alumni Communications & Digital Initiatives

**Job Number:** A-266

**NOC:** 1221

**Band:** 7

**Department:** Alumni Engagement & Services

**Supervisor Title:** Director, Alumni Engagement & Services

**Last Reviewed:** May 27, 2014

**Job Purpose**

The Department of Alumni Engagement & Services is pursuing goals within the context of the University’s Strategic Plans. These goals include: revenue generation; building Trent’s profile and reputation; engaging key stakeholders; and increasing organizational capacity through technological advances. The Alumni Officer, Communications and Advertising, will play a pivotal role within the Alumni Engagement & Services team to meet these goals.

In tune with the alumni constituency, the incumbent strengthens relationships between alumni and the university, the Alumni Association and alumni themselves, ensuring timely communication of carefully-crafted, targeted messaging.

Reporting to the Director, Alumni Engagement & Services, the incumbent will help to develop and manage a program for digital communications focused on our 42,000+ alumni in over 140 countries, faculty and staff retirees and other special friends of the University. Working closely with the Marketing & Communications Office to ensure positioning and brand alignment and using a strategic marketing and communications approach, the incumbent will assist the department to inform and involve alumni, at all stages of life, in the life and work of the University.

Projects include oversight of the implementation of new online alumni community tools; researching and implementing new digital magazine technology; assembling stimulating and informative content for the monthly *alumni* email newsletter; providing communications support for TRENT magazine; drafting content for website; researching and fact-checking both current and archival resources; updating, monitoring and analyzing social media sites; and achieving financial goals.

**Key Activities**

*Analysis/Research:*

1. Understand the emerging trends of alumni attitudes, perceptions and behaviours, including demographic trends.
2. Regularly monitor alumni social media sites and web statistics and recommended solutions to strengthen these communication tools.
3. Monitor and report on electronic broadcast statistics.
4. Work in collaboration with Marketing & Communications, seek out and implement a new digital solution for TRENT magazine and other regular e-communications to alumni.
5. Assist with the implementation of a new online community solution (already in progress).
6. Monitor media for alumni coverage and feed newsworthy stories to Marketing & Communications department for wider distribution, ensuring relevant information is captured in database.

*Marketing:*

1. Support the Alumni Engagement & Services Coordinator to develop and implement innovative marketing & awareness plans that address trends and assist in meeting relationship-building goals.
2. Contribute to marketing and communications strategy planning for Alumni Engagement & Services programs and events.
3. Ensure programs, services, events and other engagement opportunities are promoted effectively through alumni website, social media, and other means.
4. Assist with the development of promotional materials including: new grad brochure, signs and banners, posters and other special publications as required.
5. Liaise with suppliers (designers, printers, sign companies) to produce high quality materials and ensure deadlines are met.

*Communications:*

1. Provide content for Trent’s alumni platforms (Facebook, Twitter, and LinkedIn).
2. Collaborate with Alumni Engagement & Services and Marketing & Communications staff to ensure that online content is relevant, timely, and consistent with Trent’s positioning, brand guidelines, visual identity and web publishing standards.
3. Research, write, and edit content for Alumni Engagement & Services communications, including alumni profiles, TRENT magazine, alumni email newsletter, and other material as necessary.
4. Maintain fresh, relevant content on the Trent alumni web site by identifying new content, writing stories, and posting to the site.
5. Respond to comments and queries through online communications as appropriate.
6. Ensure the alumni office is following new federal opt-in requirements for electronic communication and meets all AODA requirements

*Advertising:*

1. Develop and maintain advertising kit for TRENT magazine print and online versions.
2. Seek out new advertisers for TRENT magazine in order to achieve revenue objectives.
3. Support the Alumni Engagement & Services Coordinator in the development and implementation of affinity program marketing strategies to achieve growing revenue objectives.
4. Support the Alumni Engagement & Services Coordinator in executing strategies to grow merchandise sales and sponsorships

*Administrative Support:*

1. Maintain communications with the Communications Committee of the Alumni Council.
2. Enter actions and contact information in Raisers Edge as appropriate.
3. Other duties as assigned.

**Education**

General University Degree (3 year) in Business Administration, Communications or Marketing preferred.

**Experience Required**

* Minimum of 3 years of related experience, with particular emphasis on alumni relations, online communications and advertising.
* Self-motivated team player with demonstrated skills and success in new media.
* Proven project management skills.
* Exceptional writing, editing, spelling, and grammar skills.
* Excellent research skills in order to collect, analyze and summarize information.
* Strong interpersonal skills and the ability to communicate effectively with a wide variety of people (for purposes of interviewing, ad sales, sponsorship requests and building relationships).
* Demonstrated ability to interact comfortably, tactfully and effectively with alumni, varied internal and external constituencies, and a wide range of stakeholders.
* Ability to prioritize conflicting demands to ensure deadlines are met, and work effectively under pressure.
* Experience with databases, such as Raisers Edge, alumni online directory, and website design, as well as a demonstrated proficiency with MS Office
* Experienced in handling sensitive and confidential situations.
* This position requires flexibility to work occasional evenings and weekends