

## Job Description – Alumni Advancement Officer, AHS

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<b>Job Title:</b>	Alumni Advancement Officer
<b>Department:</b>	Applied Health Sciences
<b>Reports To:</b>	Director of Advancement, AHS; Director, Alumni Relations
<b>Jobs Reporting:</b>	Alumni Advancement Assistant (Co-op)
<b>Salary Grade:</b>	USG 8-10; 35 hr/wk
<b>Effective Date</b>	December 2016

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**Primary Purpose:** Reporting jointly to the Director of Advancement, Applied Health Sciences and the Director, Alumni Relations in the Office of Advancement, the Alumni Advancement Officer (AAO) will plan and implement components of the AHS Advancement program, including new initiatives and strategies to strengthen relations between the Faculty and its alumni and donors.

**Key Accountabilities:**

1.	<p>Planning and evaluation of advancement initiatives, including but not limited to the following:</p> <ul style="list-style-type: none"> <li>• Creates strategic annual plan (and budget) for alumni activities that specifically target the identification, implementation, management and evaluation of components of the Advancement program.</li> <li>• Identifies, plans, implements, manages and evaluates components of the Advancement programs that offer professional and personal opportunities/services to graduates.</li> <li>• Acts as liaison to the Office of Advancement for all alumni programs, services and activities; represents AHS as a member of the Alumni Professionals Group.</li> <li>• Develops strategies and targeted communications for the development program and special fundraising initiatives with direction from the Director of Advancement.</li> </ul>
2.	<p>Relationship-building programming and recruitment, including but not limited to the following:</p> <ul style="list-style-type: none"> <li>• Creates new and maintains current opportunities for alumni to remain connected through various initiatives - volunteer activities, co-op work opportunities etc.</li> <li>• Recruits and manages volunteers to support advancement initiatives.</li> <li>• Identifies, develops strategies, and manages relationships with alumni who are suited for specific development approaches and/or volunteer opportunities. These responsibilities will be progressive as the incumbent evolves in the role.</li> <li>• Conducts external visits with alumni and friends to assist with cultivation and stewardship of supporters under the direction of the Director of Advancement.</li> <li>• Collaborates on meaningful student engagement initiatives that will strengthen lifetime affinity to the Faculty.</li> </ul>
3.	<p>Coordination and implementation of events, including but not limited to the following:</p> <ul style="list-style-type: none"> <li>• Organizes programs and activities for alumni such as reunions and special events: includes implementation, planning, and managing logistics and expectations.</li> <li>• Attends and assists central Alumni Relations office with events that support UWaterloo advancement.</li> <li>• Collaborates with colleagues in AHS on events where Alumni have a volunteer opportunity to mentor and educate students</li> </ul>

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4.	<p>Research and reporting including, but not limited to the following:</p> <ul style="list-style-type: none"> <li>• Conducts research on alumni demographics and needs, including the development and interpretation of surveys in conjunction with the central alumni team.</li> <li>• Develops briefing notes and is responsible for adding information to Raiser's Edge for advancement initiatives.</li> <li>• Collects and updates alumni information for the Raiser's Edge system to maintain and track alumni contacts and activities, including activities and visits with alumni and donors.</li> </ul>
5.	<p>Publications and communications including, but not limited to the following:</p> <ul style="list-style-type: none"> <li>• Works with the Director of Advancement and the AHS Communications team to assist in the creation and implementation of an integrated Advancement communication and marketing plan using both print and electronic media. Specific projects include project management of the AHS newsletter and alumni pages on AHS website.</li> </ul>

### Required Qualifications:

**Education:** Bachelor's degree required. Education or training related to communication and communication strategies preferred. Equivalent combination of education and experience will be considered.

**Experience:** Technical:  
Experience with Microsoft Office suite; Basic experience with web content management software;  
Experience with social media programs; Experience with constituent databases

**Knowledge/Skills/Abilities:** 5-7+ years of related work experience in a fast-paced environment or equivalent combination of education and experience; Demonstrated experience interacting with senior administrations both within the University and externally; Thorough knowledge of University policies and procedures as they pertain to the Office of Advancement; Strong communication (oral and written) and interpersonal skills with the proven ability to interact effectively with a variety of internal and external stakeholders; Strong project management ability; Attention to detail, confidentiality, tact and diplomacy and the ability to manage multiple demands; Proven ability to prioritize tasks, to work independently and to collaborate with others; Interpersonal Skills: **Internally**, makes contacts with the following to obtain action, reach agreement and negotiate: Marketing and Strategic Communications, Office of Advancement, Senior Development Officers and Alumni Advancement Officers across campus, Co-operative Education and Career Services. **Externally**, makes contacts to manage, influence and motivate graduates of the Faculty of Applied Health Sciences and "customers" including: prospects and donors, corporate executives, community organizations, Dean's Advisory Council members

### Nature and Scope:

- **Contacts**
  - Significant internal relationships include:
    - Central Advancement Alumni Relations team
    - Alumni Professionals Group (APG)
      - Student Services
      - Co-operative Education & Career Services
      - Marketing & Undergraduate Recruitment
      - Graduate Students Office
      - Registrar's Office
      - Community Relations
    - Faculty, staff, students and graduates of the Faculty of Applied Health Sciences
  - Significant external relationships include:
    - Alumni, donors and friends of the University
    - Alumni volunteers, including Alumni Council and Dean's Advisory Council

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- **Level of Responsibility:** The job has specialized work with minimal supervision and may eventually have direct reports reporting to it
  - **Decision-Making Authority:** Makes decisions on timelines, budget allocation, staffing resources to meet stated objectives. Responsible for implementing the overall program plan within the confines of the Faculty's strategic plan, Faculty's Case for Support and budgetary constraints
  - **Physical and Sensory Demands:** Minimal demands typical of an administrative position within an office environment
  - **Working Environment**
    - *Travel:* Travel required, may require international travel
    - *Working Hours:* Regular working hours, some evening/weekend work required
    - *Risks -physical and psychological:*
      - Physical risks: Minimal demands typical of an administrative position within an office environment. Physical risks typical of those associated with a business traveler
      - Psychological risks: Minimal exposure to disagreeable conditions typical of a supervisory position. May cause disruption in lifestyle due to travel requirements and/or unusual schedules.
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