VSC
VERMONT STATE COLLEGES

Job Classification Description

ALUMNI AND DEVELOPMENT PROGRAM COORDINATOR/VTC
VSC – UP PAT Bargaining Unit   **Grade 11**
                                                                                             Exempt

BASIC FUNCTION
Maintain the integrity of the data within the College's primary alumni and philanthropic repository. Provide support and coordination for the Alumni and Development programs of the college

CHARACTERISTIC DUTIES & RESPONSIBILITIES
- Coordinate and administer the alumni annual giving program. Play a key role in overall design of theme and methods. Carry out and coordinate production of written materials, identify and research potential individuals, oversee direct mail and telephone solicitation of alumni, parents and other friends.
- Assist Director in pursuit of engaging alumni through programs, services and the website.
- Engage and increase Alumni involvement with the College.
- Assist with the production of newsletters, magazines, web-based and other regular communications with alumni and friends of the College including but not limited to: *Alumnus*, correspondence, and fundraising campaigns.
- Confer regularly with the Director of Institutional Advancement regarding overall strategic approach to alumni relations and communications.
- Serve as liaison with Alumni Association Executive Committee; organize, manage and administer annual Alumni Day and class reunions.
- Represent the College to work closely with a large variety of individuals and organizations in carrying out all assigned alumni and development functions.
- Organize and maintain appropriate resource information, files and record systems related to assigned functions, including maintaining data on gifts. Prepare various regular and special reports.
- Using Blackbaud's Raiser's Edge for Windows, output reports, lists, labels and letters, both scheduled and ad hoc, for the office of Development and Alumni Relations and the President. Generate a variety of written materials for the Development Office including receipts, pledge reminders, year-end tax letters, etc.
- Track all expenditures for the Alumni and Development Office insuring consistency with budget office reports.

- Input data and update records, record gifts and pledges, corporate gift match eligibility and major donor track activity. Assist Director with the major donor files maintaining the security of confidentiality of the records.
- Assist with special events for which the office has primary or shared responsibility such as the Special Class Reunions and the like.
- Stay abreast of trends in program development. Attend trainings in prospect development and upgrades to the current software. Some trainings such as the CASE Alumni Relations Conference will require overnight, out-of-state travel.
- Duties performed largely in the campus office setting but with some trips to alumni events at other sites required.
- Other duties as assigned, e.g. assistance to the Director of Marketing.

SUPERVISION RECEIVED
Direct supervision is received from the Director of Institutional Advancement or other senior administrator.

MINIMUM QUALIFICATIONS
Associates degree in appropriate discipline, plus three to five years of alumni and development experience, preferably in a college or university setting; or a combination of experience and education from which comparable knowledge and skills are acquired.
- Extensive knowledge and experience with a variety of computer applications, including, but not limited to: Blackbaud's Raisers Edge, Microsoft Word, Microsoft Excel and desktop software InDesign.
- Demonstrated work in alumni strategic planning strongly desired.
- Good administration and organizational skills
- Excellent spelling, grammar and editing skills
- Strong written and verbal communication skills
- Ability to deal effectively with and represent the College to a broad range of individuals and groups within and outside of the College.

This general outline illustrates the type of work that characterizes the job classification. It is not an all-encompassing statement of the specific duties, responsibilities and qualifications of individual positions assigned to the classifications.