CSUB JOB ANNOUNCEMENT

Position Title: ALUMNI ENGAGEMENT MANAGER (Administrator I)

Recruitment #: #1946

Full/Part-Time: Full-Time

Employment Type: MPP – this administrative position is part of the California State University Management Personnel Plan. No tenure or permanent status can be achieved within the MPP.

Bargaining Unit: MPP

Salary: The salary is competitive, depending upon qualifications and experience of the successful candidate. This administrative position is part of the California State University Management Plan and includes an excellent benefits program.

Department: University Advancement

Available: Immediately

Special Conditions: Background/ Fingerprint & Credit Clearance

Sensitive Position: Yes

Posted: October 16, 2015

Closing Date: For priority consideration, application materials must be received by November 13, 2015, however, the position will remain open until filled.

Positions are open to all interested applicants, both on and off campus, unless this is an on-campus only recruitment.

APPLICATION PACKET REQUIREMENTS
This position requires (including those on campus) submission of:

- A standard CSU, Bakersfield job application (download at: http://www.csub.edu/bas/hr/EmployRecruit/Job%20Status%20Inquiry/index.html)
- Names of three professional references
- Copy of degree/transcripts/typing certificate, if required
- Brief description of how you are qualified for this position by virtue of your interest, aptitude, education and experience required.

Under the direction of the Director of Alumni Engagement, the Alumni Engagement Manager is responsible for the development and management of alumni programming, communications and initiatives set by the CSUB Alumni Association and CSUB Industry & Education Roundtable. It is the purpose of this individual to build and strengthen relations with students, alumni, volunteers, association members, donors and friends, with the goal of increased awareness and engagement with the CSU Bakersfield Alumni Association and CSU Bakersfield. The individual will also work with the Director of Alumni Engagement to execute annual strategic planning goals; manage programming and events benefitting students and alumni (both locally and regionally); research feasibility to establish new alumni networks/alliances; maintain alumni database and generate monthly reports; work with Athletics and individual...
DUTIES:

Under the direction of the Director of Alumni Engagement, the Alumni Engagement Manager is responsible for:

**Alumni Programming and Engagement**
- Develop and manage on-campus alumni advisory committee to build on-campus alumni engagement & programming and advise on alumni newsletter content.
- Under direction of the Director, manage alumni services, programming, events, projects and strategic marketing communications consistent with the CSUB Alumni Association and University Advancement Strategic Plans and CSUB Industry & Education Roundtable.
- Manage digital, print and social media communications, ensuring consistency with University and Alumni Association marketing, communication, and visual branding standards.
- Manage the development and growth of specific student and alumni programming that include, but are not limited to: Visiting Alumni Program, Homecoming/Rising Runner, Alumni-Athlete events, and alumni-directed career services programming.
- Understands the complex nature of volunteer leadership and develops appropriate volunteer structure, including volunteer tracking and training.
- Manage communication, outreach, attendance and event logistics for all CSU and CSUB alumni events in conjunction with Project Manager.
- Provides timely and accurate reporting; facilitates outreach/communications to constituency.
- Under direction of the Director, represents the Office of Alumni Engagement at various university and community events.
- Represents the Alumni Association at on and off campus meetings and reports out on current alumni programs, as well as upcoming Alumni Association and University events.
- Manages meetings, events, etc. hosted by the Alumni Association and the CSUB Industry & Education Roundtable.
- Manages all logistics related to each alumni event in collaboration with Alumni Administrative Assistant, such as location, parking, food and beverage, graphic design for invitations and other marketing materials to promote the event.
- Attend all events and assume responsibility for event registration, name badges and overall flow of the event.
- Develops all alumni correspondence and sends to appropriate audiences as it pertains to monthly communication and/or specific event invitations.
- Works closely with campus partners to maintain a consistent alumni communication calendar. Prepares communication for other departments and sends to alumni when requested.
- Assists with event logistics for University Advancement donor events as requested by the division.
- Other duties as assigned.

**Administrative Duties for Alumni Relations**
- Maintains alumni database.
- Work often involves front line contacts with a variety of campus and community individuals requiring active problem solving and effective interpersonal skills.
- Prepare and compose correspondence, reports, etc.
- Create /Maintain standard & electronic files and records.
- Coordinate, schedule and arrange meetings & events in conjunction with Administrative Assistant.
- Coordinate travel & other arrangements as needed per programming in conjunction with Administrative Assistant.
- Maintain and update Alumni Engagement and Annual Giving Calendar.
- Prepare and submit necessary paperwork for remittance.
- Supports CSU Bakersfield Alumni Association Board of Directors and CSUB Industry & Education Roundtable including attending meetings, calendaring, and messaging.
Accountable for the work of student assistants to ensure that deadlines are met and quality of work is not compromised.
Provide training and direction for student assistants and/or staff as necessary, to guarantee service, quality and accuracy of support.

REQUIRED QUALIFICATIONS:

Minimum of 2 years of progressively responsible program support experience and responsibilities giving knowledge of outreach, communications and program development.
Bachelor’s Degree
Competency in a PC based Windows environment, with particular emphasis on Microsoft Word, Excel, PowerPoint and Outlook. Experience using PeopleSoft, the Internet, updating websites and social media sites.
Demonstrated ability to apply independently a wide variety of complex policies and procedures where specific guidelines may not exist. Ability to identify deviations from applicable policies.
Experience managing a social media presence for professional organization
Experience researching, drafting and composing correspondence and standard departmental reports.
Demonstrated ability to perform standard business math, including tracking and comparing data and making simple projections.
Excellent written communication skills and ability to produce error-free communications.
Superior editing skills with a thorough mastery of English grammar, spelling, punctuation and proofreading.
Ability to effectively handle a broader range of interpersonal contacts, including those at a higher level and those sensitive in nature.
Experience with and demonstrated ability to handle confidential documents and information with discretion.
Experience organizing own work by coordinating projects, setting priorities, meeting deadlines and following up on assignments with minimal direction.
Ability to use forethought, discretion and independent judgment in problem solution.
Ability to use tact and sound judgment in responding to requests for information and/or interpretations of actions taken or policies and practices implemented.
Ability to use negotiation and persuasion skills to achieve results and expedite projects.
Ability to communicate effectively with coworkers, supervisors, campus leaders, donors, alumni, general public and others to exchange or convey information.
Skills in the research, development and evaluation of policies and programs, including skill in the collection, evaluation, and interpretation of data to develop sound conclusions and make appropriate recommendations.
Ability to investigate problems with broad implications through effectively anticipating and resolving problems in a proactive manner.
Thorough and detailed knowledge of applicable university infrastructure, policies and procedures.
Experience coordinating logistic for programs and/or special events.
Experience coordinating multiple assignments, prioritizing workload, and rescheduling work assignments based on shifting priorities.
Experience working in a fast-paced environment and to work independently with minimal supervision, using initiative to begin and complete work.
Ability to work as a team player on projects and to back up clerical support staff during peak periods or when other staff members are away from the office.
Ability to establish and maintain cooperative working relationships with others within and outside the work group.
Excellent customer service, interpersonal, written and oral communication skills as well as a demonstrated commitment to the principles of diversity and multiculturalism.
Ability to deal effectively with a wide range of alumni and University friends.
Excellent verbal, written and organizational skills required.
Ability to identify issues, define objectives, and formulate plans of action to achieve established goals.
Ability to work independently and resourcefully. Deadline and detail oriented.

PREFERRED QUALIFICATIONS:

Experience in an academic setting.
Experience working with a non-profit, volunteer and board structured organization.
Two to four years of relevant alumni relations experience preferred.
Knowledge of Raisers Edge preferred.
SCREENING: Only those applicants possessing experience most directly related to the immediate needs of the office will be invited to appear before a Qualifications Appraisal Board for the purpose of appraising training, experience and interest in the position.

BACKGROUND CHECK: A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position with the CSU. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.

SENSITIVE POSITION: Sensitive positions are designated by the CSU as requiring heightened scrutiny of individuals holding the position, based on potential for harm to children, concerns for the safety and security of the people, animals, or property, or heightened risk of financial loss to the CSU or individuals in the university community.

MANDATED REPORTER: The person holding this position is considered a “mandated reporter” under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.

DESIGNATED POSITION: If the duties of this position include participation in decisions that may have a material financial benefit to the incumbent, the selected candidate will be required to file Conflict of Interest Form 700: Statement of Economic Interest when they first occupy the position, and on an annual basis, complete ethics training within 6 months of appointment, and attend this training every other year thereafter.

GENERAL INFORMATION: It is the policy of California State University; Bakersfield to hire only United States citizens and aliens lawfully authorized to work in the United States. All new employees will be required to present documentation verifying their right to accept employment. You will also be requested to present a social security card at the time of initial appointment in compliance with state payroll regulations. State regulations require that every state employee sign the Oath of Allegiance prior to commencing the duties of his/her State employment, except legally employed non-citizens. These individuals are required to sign the Declaration of Permission to Work.

APPLICATION PROCEDURE: Official California State University, Bakersfield application forms must be completed in full and received in the Human Resources Office by 5:00 p.m. on/or postmarked by the specified closing date, unless otherwise indicated. Resumes are welcomed but will not be accepted in place of the official application. E-mailed or faxed applications or resumes will also not be accepted.

Applications are available outside the Office of Human Resources and may be downloaded from the Human Resources website. Candidates who reside outside the city of Bakersfield may contact the Office of Human Resources and request that an application be mailed to their residence. It takes a minimum of 4-6 weeks from the closing date for a position to be filled.

To check the status of your application, go to the Human Resources’ Job Opening/Status Inquiry page at http://www.csub.edu/bas/hr/EmployRecruit/Job%20Status%20Inquiry/index.html and click on the “Job Status” icon link. Applicants will not receive individual notifications. Upon submission, all application materials become the exclusive property of California State University, Bakersfield and will not be copied or returned.