Position Title: ALUMNI ENGAGEMENT SPECIALIST (Public Affairs and Communications Specialist II)  
Recruitment #: #2173  
Full/Part-Time: Full-Time  
Employment Type: Permanent  
Bargaining Unit: R09  
Salary: $3,515 - $5,818 per month Exempt  
Department: Alumni Engagement  
Available: Immediately  
Special Conditions: Background/ Fingerprint  
Sensitive Position: Yes  
Posted: July 20, 2017  
Closing Date: For priority consideration, application materials must be received by August 4, 2017, 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.

This full-time position is available in the Office of Alumni Engagement within the Division of University Advancement. Under the supervision of the Director of Alumni Engagement, the Alumni Engagement Specialist is responsible for the development and management of alumni programming, communications, and initiatives set by the Division of University Advancement and the California State University, Bakersfield (CSUB) Alumni Association. 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 increasing awareness and engagement with the University and the CSUB Alumni Association. 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; work with the data team to generate monthly alumni reports; work with Athletics and individual Academic Schools on alumni programming; provide support to the CSU Bakersfield Alumni Association Board of Directors; manage and implement marketing messages through various communication channels; manage all alumni social media sites; address complex issues with volunteer boards; represent the Office...
of Alumni Engagement and/or University Advancement at events and meetings on and off campus; develop and manage budgets and perform other related duties as assigned.

**DUTIES:** Under the supervision of the Director of Alumni Engagement, the Alumni Engagement Specialist will:

- Coordinate alumni services, programming, projects, and strategic marketing communications consistent with the CSUB Alumni Association and University Advancement Strategic Plans;
- Manage the development and growth of specific student and alumni programming;
- Together with a representative from the Office of Events, manage communication, outreach, attendance and event logistics for all CSU and CSUB alumni events
- Manage digital, print and social media communications, ensuring consistency with University and Alumni Association marketing, communication, and visual branding standards;
- Represent the Office of Alumni Engagement at various University and community events;
- Represent the Alumni Association at on- and off-campus meetings;
- Together with the data team and the Alumni Engagement Administrative Assistant, manage alumni database;
- Provide timely and accurate reporting and facilitates outreach/communications to various constituency groups;
- Support CSUB Alumni Association Board of Directors by attending meetings, calendaring, and messaging;
- Communicate effectively as a front line contact with a variety of campus and community individuals;
- Other duties as assigned.

**REQUIRED QUALIFICATIONS:**

**Education:** Equivalent to a Bachelor’s degree and . . .

**Experience:** Minimum of two years of recent (within 5 years) progressively responsible program support experience and responsibilities giving knowledge of outreach, communications and program development.

**Skills and Experience**

- Experience working in a fast-paced environment working independently with minimal supervision, using initiative to begin and complete work.
- Experience coordinating logistic for programs and/or special events.
- Experience managing a social media presence for professional organization
- Excellent customer service, interpersonal, written and oral communication skills as well as a demonstrated commitment to the principles of diversity and multiculturalism.
- Ability to communicate effectively with coworkers, supervisors, campus leaders, donors, alumni, general public and others to exchange or convey information.
- Ability to effectively handle a broader range of interpersonal contacts, including those at a higher level and those sensitive in nature.
- Experience researching, drafting and composing correspondence and standard departmental reports.
- Experience organizing work by coordinating multiple projects, setting priorities, meeting deadlines and following up on assignments with minimal direction.
- 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.
- Skills in the research, development and evaluation of policies and programs, including skills in the collection, evaluation, and interpretation of data to develop sound conclusions and make appropriate recommendations.
- Ability to identify issues, define objectives, and formulate plans of action to achieve established goals.
- Ability to effectively anticipate and resolve challenges in a proactive, discretionary, and independent manner.
- Ability to perform standard business math, including tracking and comparing data and making simple projections.
- Experience with and demonstrated ability to handle confidential documents and information with discretion.
- 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.
- Regular and reliable attendance is required.

**PREFERRED QUALIFICATIONS:** A Bachelor’s degree and three to four years or more of progressively responsible program support experience and knowledge of outreach, communications, and program development at a higher education institution is preferred. Experience working with a non-profit, volunteer, and board-structured organization, as well as knowledge of Raiser’s Edge, is preferred.

---

California State University, Bakersfield is committed to Equal Employment Opportunity. Applicants will be considered without regard to gender, race, age, color, religion, national origin, sexual orientation, genetic information, marital status, disability or covered veteran status.
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.

CALIFORNIA STATE UNIVERSITY EMPLOYEES UNION: It shall be the policy of the CSU in filling vacant CSUEU bargaining Units 2, 5, 7 & 9 positions to fill such vacancies from among qualified individuals currently employed on-campus except when it is determined that it is necessary to appoint outside applicants to meet campus workforce diversity goals or to provide specialized skills and abilities that are not available from current employees.

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.

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.