University of Virginia
Alumni Association

JOB DESCRIPTION

Job Title: Assistant Director for Reunions and Class Activities

Full-time/Part-time: Full-time

FLSA Status: Exempt

Supervisor: Director of Reunions and Class Activities

Date Prepared: May 2007

GENERAL SUMMARY:

Reunions and Class Activities are one of the primary foci of a recently concluded University strategic plan (see www.virginia.edu/virginia/artf). This department is being tasked to add additional staff to accomplish the following fundamental goals:

a) re-connect alumni to the University through their participation in Reunion activities and through a more cohesive, collaborative presentation of University interests at these activities;

b) engage and invest significantly more alumni in a higher level of volunteerism in alumni activities; and

c) develop far-reaching synergies across the traditional and emerging Alumni Engagement programs at the University and the Alumni Association.

Successful candidates will be experienced in student and alumni affairs and/or have significant experience with event planning and volunteers. Successful candidates will also need strong communication skills as well as the ability to work autonomously. These positions will also be expected to represent the Alumni Association at various Association and public events.

SPECIFIC DUTIES AND RESPONSIBILITIES:

Note: With five assistant directors, specific responsibilities will be based upon candidates’ skills, past experience, and potential work load. Current responsibilities for this position include:

- Manage two undergraduate reunion classes. Recruit, organize and train reunion class volunteers (75-150 volunteers per class), arrange logistics for class events during Reunions Weekend, and negotiate contracts for required services. Respond to volunteer requests and provide strategic direction for volunteers through frequent communication with them. Assist in the innovation of new
systematic practices to yield higher levels of participation and attendance. Collaborate with the Reunion Giving officers through regular interaction to manage the overall reunion effort, including the individual class budgets. Assist with supporting and staffing the Thomas Jefferson Society Reunion.

- Collaborate and complete various other duties to plan reunion activities including: coordinate/execute contracts with entertainers and other vendors, coordinating with On-Grounds Housing, venue reservations, and copywriting and editing of various mass publications, develop increased children’s activities, develop expanded academic programming, and create new major events for reunions.

- Support the undergraduate Second and Third Year Class Councils (50 members each). Advise the council officers and members on activities and events. Plan and set agenda for the Class Council Training Workshop. Assist in training class council officers and members to plan events that encourage class unity. Work to create better class programming and overall class identity. Attend council events. Monitor the budgets of each council. Coordinate class mailings. Handle issues of liability. Collaborate with the Office of the Dean of Students regarding the councils’ mission. Develop lasting relationships between student leaders and the Alumni Association.

- Develop a lasting relationship with the undergraduate First Year Council and the Office of Residence Life.

- Collaborate with Technology and Communications departments to:
  a) Data mine the alumni population to determine which segments attend reunions and which segments are underrepresented at events
  b) Utilize emerging technologies to better engage alumni through departmental online activities.

- Assist with supporting and staffing the Thomas Jefferson Society Reunion.

- Work with other Alumni Association staff to create a stronger Association.

- Serve as an overall concierge for alumni to enable their ability to reconnect to the University at any time.

- Percentage breakdown of responsibilities:
  o Managing class reunions  40%
  o Class Councils 40%
  o Research/Data Mining 15%
  o Departmental Support 5%

EDUCATION:
1. A bachelor’s degree is required. A degree from the University of Virginia is preferred and/or an active knowledge of the University and its traditions is necessary.

EXPERIENCE:
1. Two to three years’ experience in a position where events planning and coordination were primary.
2. Experience managing volunteers.
3. Experience monitoring and managing budgets.

SKILLS/CERTIFICATIONS:
1. Excellent skills in all Microsoft Office software applications.
2. Ability to adapt to rapidly evolving technological means of communicating to alumni.
3. Ability to learn proficient use of BSR/Advance (alumni development program) is necessary. The individual must learn to navigate BSR/Advance as well as effectively use means of mass communication, especially electronic means (e-mail).
4. Ability to prioritize and manage multiple tasks and meetings simultaneously is necessary.
5. Design skills, advanced Excel skills, marketing and research skills are all highly desirable.

CONTACTS:
2. Reunion Giving / Major Gift officers.
3. Class Council Members and Officers
4. Reunion Volunteers—Planning for their class’ reunion effort.
5. Vendors to coordinate issues pertaining to both students and alumni (i.e. entertainers, ring companies, caterers, etc.)
6. University of Virginia personnel to coordinate reunions weekend plans.
7. Office of the Dean of Students—Co-advising Second and Third Year Councils
8. U.Va. Alumni Members/Alumni to serve as a resource for both reunion year alumni and alumni in general.

ENVIRONMENTAL/WORKING CONDITIONS:
Fast-paced office environment. Sporadic lifting of materials weighing up to 50 lbs. may be required.

OTHER:
The position necessitates overtime on weekends and evenings and requires the devotion of at least three full weekends to the Association over the course of the year. This time includes official meetings with Class Councils and Reunions Volunteers. The time also included time spent developing relationships with the class council members so as to facilitate a better advisor-advisee relationship.