

# MAINE MARITIME ACADEMY

A College of Engineering, Management, Science, and Transportation

## Director of Alumni Relations

### POSITION OVERVIEW

The Director of Alumni Relations is a senior member of the Advancement Team. The incumbent must be an experienced, dynamic and creative professional who will plan and implement a comprehensive program of activities that establishes and maintains relationships with the approximately 8,000 MMA alumni worldwide.

The Director of Alumni Relations is charged with strategically engaging alumni and securing commitments from them to provide volunteer service. This position also requires working closely with colleagues across key administrative offices, including but not limited to Admissions, Development, College Relations, and Career Services.

The Director will plan and implement a comprehensive program of activities that establishes and maintains relationships with alumni and the Academy. The Director serves as the primary liaison to the Alumni Association Board of Directors, plans class reunions, implements special events to recognize outstanding alumni, oversees Homecoming Weekend, develops and implements plans for the Academy's Regional alumni clubs, and oversees social media related to Alumni Relations. The Director contributes ideas, story suggestions, writing, and input into the Mariner Magazine, the alumni magazine of MMA. The Director will also be responsible for at least three editions of Shipmate, our e-newsletter.

The Director manages the Alumni Relations budget, supervises employees along with numerous volunteers. This position requires high professional and ethical standards for handling confidential information, including personal alumni information, institutional budget and financial information. The position also requires travel and attendance at evening and/or weekend activities, meetings, and events. This is a full-time, confidential position.

### DUTIES

- Work closely with the Alumni Board of Directors, arranging meetings, staffing its committees, and ensuring their strategic plan initiatives are met.
- The Director will develop and submit for approval by the VP for Advancement annual strategic and operating plans.
- Plan and supervise all activities and events associated with Reunion, ensuring that all of the Academy's constituents are recognized and involved, including alumni, students, faculty and staff, and retired faculty.
- Maintain and expand a class agent program to build engagement and the return of alumni back to campus. Ensure that the Alumni Association Awards program reflects positively on the Academy and recognizes outstanding alumni by researching the records of perspective recipients, preparing background materials for consideration by the Alumni Association Board of Directors, president, or the selection committee.
- Educate graduating students about staying connected as a member of the Alumni Association and engage them in programs.

- Establish and build relationships with alumni locally, regionally, and nationally; maintain regular communication with alumni via face-to-face contact, phone, email blasts, alumni web pages, social media, and print publications.
- Enhance the alumni database; capture contact information, biographical and career information of alumni via surveys, events, and other means.
- Other duties as assigned by the VP of Institutional Advancement.

*This job description reflects the general duties of the job but is not a detailed description of all duties which may be inherent to the position. The Academy may assign reasonably related additional duties to individual employees consistent with policy and collective bargaining agreements.*

## **SKILLS**

- Ability to embrace the school's mission;
- High professional and ethical standards for handling highly confidential materials;
- Excellent oral and written communications skills are required, with strong public speaking skills preferred. Excellent interpersonal skills are necessary. Strong writing skills are a plus;
- Strong analytical skills;
- The ability to establish strong and effective personal and professional relationships particularly with volunteers;
- The position requires strong planning and organizational skills, attention to detail, and ability to effectively manage multiple projects;
- The successful candidate will demonstrate flexibility and initiative, and the ability to work independently as well as part of a team.

## **REQUIREMENTS**

- A bachelor's degree is required; Master's degree preferred.
- At least five years working in college or university alumni relations, although relevant experience in fields such as development and external relations that involve strong constituency relations will be considered.
- A minimum of two years of supervisory experience and a successful record of supporting and motivating staff as well as recruiting, motivating, and managing volunteers is required.
- The ability to work effectively with various technologies including but not limited to Microsoft Office Suite required..

## **PHYSICAL/ENVIRONMENTAL FACTORS**

- Contacts include Board of Trustees, Donors, Alumni, Parents, Students and various external and internal constituencies;
- This job requires the capacity to travel, work evenings and several weekends as necessary;
- The job is generally sedentary, however individual must be able to traverse the campus grounds which include hills, paths and access MMA's ships and boats. Ascending or descending ladders, stairs, ramps, and the like, using feet and legs and/or hands and arms to maintain balance walk through narrow passages;
- Occasional exposure to extremes in weather, including rain, sleet, snow, rough seas;
- Frequent use of keyboard and computer screen;
- Occasionally lift and move up to 50 pounds.