



RUTGERS
University Alumni Association

Assistant Director of Regional Engagement for Western US
Remote – California, US

The Rutgers University Foundation (RUF) seeks a proactive, strategic and entrepreneurial professional to serve as its first Assistant Director of Regional Engagement for Western US. With over 15,000 alumni in California, the Assistant Director will be embedded in California and have the opportunity to be the lead staff member on all alumni and prospect engagement efforts and develop a strategy to build more meaningful relationships with Rutgers alumni in the region. The Assistant Director will oversee the charge on all areas of this programming, including coordination, development and implementation of a variety of regional engagement programs, resources, and events as well as the focused cultivation of alumni volunteers and prospects alike.

Reporting jointly to the Senior Director of Alumni Engagement and the Regional Director of Development - California, the Assistant Director will serve as the primary point of contact between regionally-based alumni in California and the University. The Assistant Director will develop and implement engagement strategies that meaningfully engage alumni in the region, as well as develop tactics that align alumni and donor engagement with the priorities of the RUF, Rutgers University Alumni Association (RUAA), and the University's mission. The Assistant Director will develop and monitor vibrant alumni engagement in the region, through programming with the university, the RUF, the RUAA, and its regional alumni clubs. This role will promote a culture of philanthropy, and facilitate engagement that enhances the relationship alumni have with their alma mater. The Assistant Director will also be an active and contributing team member within both the office of Alumni Engagement and Regional Campaigns, as well as create strategic partnerships with University units and Foundation colleagues to maximize support for

university priorities, promote philanthropic engagement initiatives, and assist in the identification and cultivation of alumni prospects.

The ideal candidate will have at least three years of experience in constituent engagement, ideally in alumni engagement, volunteer management and engagement, university administration, development and/or a related field. S/he will be instrumental in setting and executing the strategy for this new initiative; including key events; developing key university-wide partnerships; assessing industry trends and implementing those that most effectively advance our goals. S/he will have a diverse track record of being a successful self-starter who has a proven ability in relationship building and event management.

Rutgers University Foundation

Created in 1973, the Rutgers University Foundation advances Rutgers' pursuit of excellence in education, research, and public service. The Foundation provides the bridge between donors and the universities, schools, programs, faculty, and students that make up the University. The Foundation helps to match caring people with satisfying and meaningful opportunities to make gifts that have an impact on Rutgers. Founded in 1766, Rutgers is the eighth oldest institution of higher education in the nation. Today, Rutgers-New Brunswick is a member of the Association of American Universities, is New Jersey's premier public research institution and flagship state university. More than 100 majors offer students vast opportunities. On July 1, 2014, Rutgers University joined The Big Ten Conference of world-class universities whose member institutions share a common mission of research, graduate, professional and undergraduate teaching and public service. The Foundation is a 501© (3) tax-exempt organization with the sole mission of supporting Rutgers University. The organization includes the areas of Alumni Relations, Development and related Communications. Led by Foundation President Nevin E. Kessler and his senior cabinet – the Executive Leadership Group (ELG) – the Foundation successfully completed a \$1 billion campaign in 2014 and is preparing for another multi-billion dollar campaign in the near future.

More information on the Foundation can be found on: www.support.rutgers.edu

Rutgers University Alumni Association

Formed in 2008, the Rutgers University Alumni Association (RUAA) serves all alumni of Rutgers University. Staff work in partnership with a board of alumni leaders to advance the best interests and wellbeing of Rutgers University by engaging all alumni in the life of the institution. RUAA serves more than 500,000 living alumni of Rutgers University. The purpose of the association is to advance the best interests and well-being of Rutgers University by engaging all alumni in the life of the institution through communication, programming, services, and volunteer opportunities. Membership in the RUAA is free and automatically granted to all graduates of Rutgers University, or any of its predecessor schools, upon graduation.

More information on the RUAA can be found on: www.alumni.rutgers.edu/

Assistant Director of Regional Engagement

Specific Responsibilities and Duties:

- Manage and develop regional alumni networks to align with the university's mission and strategy. S/he will serve as the designated staff liaison to regional alumni chartered groups, assist in developing charter group performance standards and a support infrastructure that fosters robust alumni engagement. S/he will guide alumni leaders and assist with event planning, volunteer recruitment, retention, leadership development, philanthropy etc.
- Attend key alumni chartered group events, board meetings, and organizational meetings and serve as a resource concerning RUAA tools. Guide volunteers to utilize available resources, while adhering to best practices and policy protocols. S/he will build and support training and education programs for volunteer leaders and use professional expertise, central university resources, benchmarked data, and feedback from charter leaders to recommend improvements to develop current resources/processes.
- Ensure alumni attendance is maximized for all programs and events by using recruitment and communication vehicles including but not limited to direct mail, list serves, web sites, committee outreach efforts, social media and personal contacts.
- Engage local alumni, donors, and prospects as volunteers for specific goals, including hosting events, on-campus speaking engagements and student career development. S/he will identify and develop new program opportunities and establish appropriate goals for designated programs and act as a liaison with the alumni events team to implement a yearly alumni event calendar.. Establish metrics for success and implement tools for evaluating and analyzing the Regional Engagement Program on an annual basis.
- Promote a culture of philanthropy, through engagement that moves alumni and donors along the development pipeline. S/he will identify, cultivate and sustain networks of donors and prospects within local markets to increase engagement through in-person interactions to identify needs and desires.
- Communicate with unit-based team members regularly to stay well-informed of university news and leadership travel and act as a liaison with the donor relations team to implement a yearly donor event calendar.
- Build strategic Rutgers partnerships to connect Rutgers to the region and to advance strategic regional engagement and giving goals. S/he will need to

collaborate with campus and academic unit colleagues to maximize support for college, unit and university priorities with donors and prospects in the region and support and implement high-profile regional events and special events conducted by the institution, in partnership with central staff. S/he will partner with communications team in the development of relevant and meaningful content for targeted multi-media communications in the region.

- Create a first-class advancement environment by exhibiting top-notch alumni and donor customer service, serving on internal and external cross-functional teams as needed, and supporting the Alumni Engagement and Regional Campaigns team as needed to execute mutual goals.

Qualities of the Ideal Candidate:

The Assistant Director of Regional Engagement can be expected to have the following personal characteristics and professional qualifications:

- Bachelor's degree plus three years of relevant experience in alumni engagement, volunteer management, development, university administration, and/or a related field.
- Ability to juggle multiple priorities with ease and professionalism and ability to work effectively with University and Foundation staff and executives.
- Strong listening and communication skills and an ability to form interpersonal relationships with alumni, colleagues, and partners. Must be able to communicate effectively, demonstrated strong writing, planning and organizational skills, and have excellent customer service skills.
- Willingness and ability to travel extensively, and work on weekends and after normal business hours.
- Established flexibility and initiative; the ability to work independently, as well as thrive in a team environment to achieve institutional goals.

TO APPLY

Application details and requirements for this specific job can be found at <https://careers-ruf.icims.com/jobs/intro>.

It is Foundation policy to provide equal employment opportunity to all its employees and applicants for employment regardless of their race, creed, color, national origin, age,

ancestry, nationality, marital or domestic partnership or civil union status, sex, pregnancy, gender identity or expression, disability status, liability for military service, protected veteran status, affectional or sexual orientation, atypical cellular or blood trait, genetic information (including the refusal to submit to genetic testing), or any other category protected by law. As an institution, we value diversity of background and opinion, and prohibit discrimination or harassment on the basis of any legally protected class in the areas of hiring, recruitment, promotion, transfer, demotion, training, compensation, pay, fringe benefits, layoff, termination or any other terms and conditions of employment.