



Channel Islands

CALIFORNIA STATE UNIVERSITY

ALUMNI ENGAGEMENT SPECIALIST

Full Time
\$3897-\$4314

JOB DESCRIPTION

Purpose/Job Function

Engaged alumni are essential to the continued health and financial well-being of CSU Channel Islands. This position supports the goals of Career Development and Alumni Engagement and the mission CSU Channel Islands and Alumni and Friends Association, to connect, engage, and celebrate alumni, students and friends of CSU Channel Islands while building lifelong relationships that support the future of our University.

General Responsibilities

- In cooperation and collaboration with University Advancement including development, communication, and marketing, conferences & events manages a portfolio of assignments and projects focused on alumni engagement.
- Fosters connections between the University, CSUCI Alumni & Friends Association, and alumni, resulting in a growth in alumni engagement through event participation, A&FA membership, volunteer participation, alumni giving, and social media activity.
- Working with the Director and A&FA Board Members, seeks ways to add and promote the value of membership in order to recruit new members while retaining current members.
- Develops and maintains relationships with a wide variety of campus partners, alumni and community members, potential donors, volunteer leaders, and vendors. Shares information by documenting substantive interactions in Raiser's Edge database.
- With the support of the Conferences & Events, develops, plans and executes on and off-campus events that create engagement opportunities for alumni, friends, and students.
- In partnership with Director of Career Development and Alumni Engagement, supports CSUCI Alumni & Friends Association Board of Directors. Manages existing volunteer leaders, identifies, solicits and onboards new volunteer leads. Oversees, trainings, and recruits alumni leaders for board and committees.
- Serves as staff on two of the A&FA committees.
- Assists with alumni engagement plan including implementation and evaluation contributing to broader campus goals/objectives.
- Coordinates, prepares and implements alumni membership outreach/education annually at Grad Fest in collaboration with the Career Development and Alumni Engagement team.
- Participates in the first-destination survey committee and supports the implementation of alumni surveys in partnership with the Director.
- Coordinates A&FA budget by monitoring expenses, generating monthly budget reports, and
- Reviews and regularly updates Alumni Engagement web pages and marketing/promotional materials.
- Oversees, schedules, coordinates, and provides content for all alumni communications such as newsletter, website updates, and email.

- In coordination with Communication & Marketing team members, manages alumni related social media such as Twitter, Facebook, and LinkedIn. Investigates and implements other communication strategies to increase the awareness of engagement opportunities among alumni.
- Manages targeted mailing lists for segmented alumni populations, event reporting, writing, regular metric collection and analysis, and scheduling of event mailings. Investigates, identifies and implements new technologies to support alumni engagement as needed.
- Supports the overall long-term planning and evaluation for alumni engagement programs, including working collaboratively to identify new opportunities and refresh program strategies.
- Coordinates the annual process for nominating alumni volunteers for the Distinguished Alumni Award.
- Represents University Advancement and Alumni Engagement on boards and committees (both internal and external) relevant to the purpose of the position as assigned by the Director of Career Development and Alumni Engagement.
- Investigates, identifies and implements new technologies to support alumni engagement as needed.
- Responsible for tracking and regular measurement and evaluation of alumni engagement, programs, and services including developing reports for presentation to campus partners and volunteer leadership.
- Supports and works to maintain the synergy of Alumni Engagement and Career Development by participating in Career Fairs, mentorship programming, and alumni career development.
- Participates as a staff member on the Alumni & Friends Association Board
- Other duties as assigned.

MINIMUM REQUIREMENTS

- Bachelor's degree and minimum two years relevant experience in alumni programs or related field.
- Must work in accordance with CSU Channel Islands and University Advancement policies and procedures.
- Demonstrated track record in project coordination, fundraising, and alumni engagement.
- Excellent leadership, interpersonal, organization, oral and written communication skills.
- Competency and experience with office automation, use of Echo CI, Cap Wiz, Raiser's Edge, Symplicity, LinkedIn, Word, Excel, and Adobe Products.
- Demonstrated ability to be a highly energetic, self-starting, creative and entrepreneurial professional.
- Travel and attendance to various functions, meetings, and conferences is required. Ability to work nights and weekends when required.
- Ability to establish and maintain effective working relationships with students, alumni, faculty, staff and community from diverse ethnic, age, and programmatic backgrounds.
- Effectively work in a highly consultative and collaborative environment.
- The position may require the use of the following equipment, vehicles, or office equipment: personal computer, printer, copies, and cellular phone.
- 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.
- 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 Revised July 21, 2017 as a condition of employment.

[To Apply](#)