

**Director of Alumni Marketing and Membership
(Administrator I)
California State University, Fresno
Alumni Relations
Job Description**

Position Summary:

Under the direction of the Executive Director of Alumni Relations, the Director of Alumni Marketing and Membership is responsible for leading the effort to increase significantly the alumni marketing and membership functions of the University and the Alumni Association. Develops long-range membership and marketing goals and implements and evaluates all programs to meet goals. Represents the Alumni Association and/or the University at on and off-campus meetings, conferences and seminars, and may assume responsibility for the department in the absence of the Executive Director.

Major Responsibilities:

Conceptualize, design and implement all aspects of the association's membership acquisition and retention efforts and campaigns. This includes, but is not limited to, developing a detailed plan, creating promotional materials, working with appropriate vendors and tracking the outcome of the various efforts.

Prepare and analyze monthly and quarterly membership status and alumni demographic reports submitted to the Fresno State Alumni Association Board of Directors, Executive Director of Alumni Relations and Vice President of University Advancement.

Research alumni audience to determine appropriate programs, benefits, products, services and campaigns. Utilize statistical analysis tools to analyze growth trend of the Association in forecasting the Association's future direction.

Serve as key staff member on the Fresno State Alumni Association membership and marketing committees.

Work with other Alumni Association staff in planning and implementing events intended to increase awareness of and membership in the association, and collaborate with staff from other Advancement units and university departments as appropriate.

Develop, manage and monitor the components of the Association budget that are related to the marketing, membership recruitment and retention activities, member

benefits and programming.

Establish relationships and work collaboratively with the appropriate representatives of the eight colleges/schools and other university staff to generate interest in the alumni association among alumni and current students of the university. This may include having an Association presence at and participation in their events

Train and supervise regular and student staff when working on marketing, membership recruitment and retention activities, and programming activities.

Select and supervise third party vendors for alumni association's benefits package (e.g. affinity card, insurance programs, travel services, etc.) to assure that they are consistent with Association objectives and are fulfilling contractual obligations. Serve as liaison between these vendors and the Association.

Designs, drafts and coordinates the printing and mailing process of the alumni newsletter to dues-paying members.

Research and execute techniques to design and promote the website and on-line services to all constituents.

Oversee the development, maintenance and coordination of the Alumni Association website, and other on-line services.

Manage alumni association's merchandise program, acting as key contact for all current vendors.

Qualifications:

Bachelor's degree required

Three years experience and skills sufficient to market and promote a membership dues program and/or revenue-generating programs for a non-profit setting.

Strong oral and written communications skills.

Excellent customer service skills.

Demonstrated ability to work collaboratively in a complex environment, but also to work independently and without close supervision.

Outstanding organizational and management skills in administering personnel, volunteers, budget and other resources.

Demonstrated ability to relate and work with an ethnically diverse constituency of donors, alumni, friends, faculty, staff, students and educational leaders.

Knowledge and/or experience in web design.

Demonstrated knowledge of computers, the Internet and database management. Must know WORD, EXCEL, PAGEMAKER, ILLUSTRATOR or other publishing software and the World Wide Web. Familiarity with BUSINESS SYSTEM RESOURCE'S ADVANCE a plus.

Demonstrated creativity in problem-solving and program creation.

Travel as appropriate to execute duties of position.