



University Advancement, 900 University Avenue, 1156 Hinderaker Hall, Riverside, CA 92521

## General Information

<b>Job Description</b>	Alumni External Relations Specialist 4	<b>Working Title</b>	Director of Parent & Student Engagement
<b>Job Code</b>	006300	<b>Grade</b>	22
<b>Department Name</b>	Alumni Engagement - D01187	<b>Department Head</b>	Jorge Ancona
<b>Supervisor</b>	Kristin Seiler	<b>Effective Date</b>	

## Generic Scope

Technical leader with a high degree of knowledge in the overall field and recognized expertise in specific areas; problem-solving frequently requires analysis of unique issues/problems without precedent and/or structure. May manage programs that include formulating strategies and administering policies, processes, and resources; functions with a high degree of autonomy.

## Custom Scope

Uses advanced concepts and university objectives to resolve highly complex issues. Plans, develops and implements strategies for specific programs, events, activities, policies, alumni and constituency groups, et cetera that are typically complex or large and may include controversial and/or politically sensitive issues or content.

## Department Custom Scope

Reporting to the assistant executive director of constituent engagement, the director of parent and student engagement will develop and execute long-and short-term strategies to engage parents and students through volunteer activities and recognition programs. The director will serve as liaison to student focused departments and programs, collaborate with college-based parent programs, and manage parent and alumni volunteers for the Alumni Association Scholarship program. Incumbent will assist with university-wide events such as Convocation, Alumni Awards of Distinction, Homecoming, Highlander Week of Service, Commencement, and some regional events. The Director will work closely with administrative staff and participate in the Alumni Association's Young Alumni & Student Engagement Committee. Other duties include collaboration with colleagues on large scale event engagement opportunities, working closely with university Development and Annual Giving to identify and

steward donors and prospects, and identify prospective alumni for peer-to-peer ambassador opportunities. The budgeted amount for this position is up to \$75,000.

## Education & Experience Requirements

### Education Requirements

Degree	Requirement
Bachelor's degree in related area and/or equivalent experience/training.	Required

### Experience Requirements

Experience	Requirement
6 - 10 years of related experience.	Required

## Key Responsibilities

Description	% Time
<p>Using institutional knowledge and awareness of alumni and other key constituency perception, designs, develops and implements short and long-term strategic plans, programs, events, and activities.</p> <ul style="list-style-type: none"><li>Develop meaningful engagement opportunities and programs for parents and students. Identify volunteer opportunities for parents including: move in day; Student Life parent-focused panel sessions; student recruitment; Advocacy; and scholarship committees. Serve as liaison to student focused groups and departments on campus including: ASUCR; Student Life; Costo Hall programs; fraternities and sororities. Attend donor/prospect meetings to discuss engagement and volunteer when appropriate. Partner with Annual Giving for Ambassador and peer-to-peer engagement opportunities.</li></ul>	50
May oversee all aspects of complex external relations programs, projects and events, including coordinating special programs and overseeing production of audio/visual or	25

Description	% Time
<p>written and visual materials.</p> <ul style="list-style-type: none"> <li>Collaborate with departments on opportunities for parent engagement through events such as Homecoming, recruitment events, socials, and online lectures. Manage the UCR Parent of the Year program. Identify parent volunteers to be spotlighted on digital platforms.</li> </ul>	
<p>Plans and implements large-scale alumni events, including oversight of volunteers and recruits.</p> <ul style="list-style-type: none"> <li>Organize day of service activities for parents; promote regionally based service projects hosted by chapters and clubs. Plan and execute receptions and other recognition programs for scholarship recipients and volunteers. Plan and implement campus-wide Day of Service programs for students.</li> </ul>	10
<p>Responds to alumni and other external constituent inquiries.</p> <ul style="list-style-type: none"> <li>Respond to inquiries from various constituencies regarding volunteer opportunities. Respond to parent and student customer service requests including, but not limited to questions regarding programs, events, and services.</li> </ul>	5
<p>May mentor less experienced staff members.</p> <ul style="list-style-type: none"> <li>Guide Alumni Programs Coordinator's administrative work to meet program needs. Enlist and involve volunteers as needed to augment and support UCRAA programs. Create and communicate background material about the program to volunteers. Draft remarks for administrators and volunteers based upon goals and objectives of the program. Please note this is not a supervisory position.</li> </ul>	5
<p>Analyzes, summarizes and/or reviews data, reporting findings, interpreting results and/or making recommendations.</p> <ul style="list-style-type: none"> <li>Code volunteer engagement in database. Help identify prospects through outreach. Compose and enter contact reports into database.</li> </ul>	5

## Knowledge, Skills & Abilities

Knowledge/Skill/Ability	Requirement
Active listening skills, including advanced critical thinking and analytical skills.	Required
Advanced knowledge of issues of concern in higher education.	Required

Knowledge/Skill/Ability	Requirement
Advanced knowledge of practices and procedures associated with building and maintaining effective working relationships with all levels of alumni, internal and external constituencies.	Required
Advanced knowledge of assigned area of responsibility, for example, the campus scientific community.	Required
Skill to recognize potential areas of constituency concern and address, resolve and/or mitigate problems or issues.	Required
Advanced written, verbal, and interpersonal communication skills, including skill to produce information that is appropriately presented and effectively received by target constituencies.	Required
Advanced project management skills, including skills to plan and implement successful events.	Required
Advanced knowledge of the campus, its vision, mission, goals, objectives, achievements, issues of concern and infrastructure.	Preferred

## Level of Supervision Received

General Direction

## Environment

### Working Environment

Campus

## Other Requirements

### Items Used

- Standard Office Equipment

## Physical Requirements

- **Climb:** N/A
- **Crawl:** N/A
- **Walk:** Frequently
- **Bend:** N/A
- **Stand:** Frequently
- **Squat:** N/A
- **Sit:** Constantly

## Mental Requirements

- **Communicate Orally:** Constantly
- **Read/Comprehend:** Constantly
- **Perform Calculations:** Frequently
- **Write:** Constantly
- **Reason & Analyze:** Constantly

## Environmental Requirements

- **Is around moving machinery:** No
- **Works in confined quarters:** No
- **Fumes:** No
- **Dust:** No
- **Is exposed to excessive noise:** No

- **Drives motorized equipment:** No
- **Is exposed to marked changes in temperature and/or humidity:** No

## Critical Position

Is Critical Position: Yes

