

**SAM HOUSTON STATE UNIVERSITY
STAFF CLASSIFICATION DESCRIPTION**

TITLE: Director of Alumni Relations

EEO CATEGORY: Administrative

JOB NUMBER: 9-1637

STATUS & GRADE: E-NC

DATE: 03/2004

DEPARTMENT: Office of Alumni Relations

EDUCATIONAL & EXPERIENCE REQUIREMENT: Bachelor's Degree with at least five (5) years of professional experience in one or more of the following areas: association management, alumni and public relations, fund raising, admissions, sales, and marketing. Or a combination of education, experience, and training that would produce the required knowledge and abilities.

NATURE & PURPOSE OF POSITION: Formulate and articulate a vision for Alumni Relations and the Alumni Association and provide effective leadership and direction for the development and growth of a comprehensive program that will serve the interests of SHSU and its more than 100,000 graduates and former students by promoting the advancement of the University and implementing programs and activities to engage and inform the alumni and garner their support.

SUPERVISION GIVEN & RECEIVED: The Director of Alumni Relations supervises the alumni staff and, as Executive Director of the SHSU Alumni Association, provides significant coordination of the activities of the Alumni Association Board of Directors. The position reports directly to the Vice President for University Advancement and works closely with the Alumni President to implement Alumni Association policies, procedures, and programs as determined by its board.

PRIMARY RESPONSIBILITIES: The Director is responsible for the general conduct of the Department of Alumni Relations, including, but not necessarily limited to: staff supervision; Annual Membership acquisition and retention; an annual campaign to secure Life Members; budget preparation and oversight; program and activity planning, scheduling and implementation; marketing and promotion of alumni programs; resource development; Alumni Association operations; volunteer management and recognition programs; development and oversight of alumni affinity services; alumni communication and publications; geographic meetings and the establishment of alumni clubs; alumni award programs; preparation for and staging of homecoming and other special events; young alumni programs; and faculty and staff relations. In discharging these responsibilities, the Director will work closely with the administration and faculty and will provide leadership and support for the Alumni Association Board of Directors. The Director comes into contact with significant state officials, prominent individuals, and major donors. The Director makes formal presentations and frequently performs public speaking duties. Performs other related duties as assigned.

OTHER SPECIFICATIONS: Incumbent must demonstrate professionalism, executive ability, and a keen understanding of protocol. The Director must have strong interpersonal skills, together with exceptional verbal and written communication ability, and the capability of working with common computer applications and databases. The Director must be able to work effectively within a complex organizational structure that encourages alumni leadership to participate in the development of programs that will support the mission and highest priorities of the University. The Director must be able to forge effective relationships – both internally and externally. The responsibilities of the position require frequent evening and weekend work and travel.

THIS IS A CLASSIFICATION DESCRIPTION WITH THE COMPLETE LIST OF JOB DUTIES BEING MAINTAINED AT THE DEPARTMENTAL LEVEL. THE ESSENTIAL ELEMENTS OF THE JOB MAY VARY ACCORDING TO WORK UNITS AND ARE IDENTIFIED BY THE RESPECTIVE DEPARTMENT FOR VACANCY NOTICES. ANY QUALIFICATIONS TO BE CONSIDERED AS EQUIVALENTS IN LIEU OF STATED MINIMUMS REQUIRE THE PRIOR APPROVAL OF THE DIRECTOR OF HUMAN RESOURCES. SAM HOUSTON STATE UNIVERSITY IS AN "AT WILL" EMPLOYER. DRUG FREE/SMOKE FREE WORKPLACE. SECURITY SENSITIVE IN ACCORDANCE WITH EDUCATION CODE 51.215. DRUG TESTING AS REQUIRED BY D.O.T. FOR SAFETY SENSITIVE POSITIONS. PAY GRADE RANGE IS INCLUSIVE OF SOCIAL SECURITY

BENEFIT REPLACEMENT PAY.