Director of Alumni Engagement and Marketing Communications

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Type: Full-Time
Salary: $80,000 - $92,000 per year
Posted: 25 days ago
Category: Alumni Relations
Director of Alumni Engagement and Marketing Communications

Primary Purpose:
Reporting to the Assistant Vice President of Alumni Engagement, the University of the Pacific is seeking a visionary Director of Alumni Engagement and Marketing Communications to serve as the chief storyteller for our 85,000-strong alumni network. This is not just a marketing role. It is an invitation to architect a modern engagement ecosystem as Pacific celebrates a monumental anniversary, ensuring high-quality, brand-consistent marketing campaigns that will transform alumni into potential volunteers, donors, and ambassadors. This critical position fosters a sense of community and loyalty by prioritizing strategic outreach while pioneering the next frontier of alumni relations through emerging technologies.

Essential Functions:
Transformative Communications & Strategy

- **Architect the Narrative:** Develop and implement a high-level, multi-channel, integrated marketing and communications plan to inspire lifelong loyalty among current and future alumni.
- **Brand Stewardship:** Act as the primary guardian of the Pacific Alumni brand, ensuring every campaign resonates with quality and consistency.
- **Pioneer the Future:** Lead the integration of AI and emerging tools to identify and connect with untapped alumni populations.
- **Data-Driven Storytelling:** Utilize advanced metrics and CASE standards to measure impact and optimize our engagement strategies.
- **Creative Innovation:** Design and implement compelling programs and content across all platforms-from high-impact events to social media and emails-to engage alumni and strengthen their connection to the university.
- **Strategic Projects:** Plan, develop, and implement programs and projects that strategically engage alumni in strengthening their relationship with the University.

Strategic Leadership & High-Impact Collaboration

- **Staff Mentorship:** Provide direct leadership and supervisory oversight for member(s) of the Alumni Engagement team. Additionally, manage department staff and programs in the absence of the Assistant Vice President.
- **Executive Liaison:** Serve as a strategic partner to the Pacific Alumni Association (PAA) Board, driving focused volunteer leadership and service to Pacific.
- **Institutional Synergy:** Collaborate across campus to align alumni activities and communications with broader university goals and successful joint programming across all campuses.
- **Development Synergy:** Partner with Development colleagues to bridge the gap between engagement and philanthropy, cultivating the next generation of Pacific donors.

The Active Experience: Events & Engagement

- You will represent Pacific at our most vital alumni gatherings. This role requires a high-energy professional who thrives in a dynamic environment.
- **Flagship Events:** Orchestrate and host signature experiences, including reunions, regional events and committee meetings.
- **Hands-On Execution:** Beyond the desk, this role is a physically active, event-based position that focuses on the end-to-end execution of events. It involves active event setup, hosting, and break down.
- **Community Connection:** Foster genuine relationships by being present where alumni are, whether that is on campus or at regional events.

University of the Pacific recognizes that diversity, equity, and inclusion is foundational to the success of our valued students and employees. We prioritize policy and decision-making that demonstrates awareness of, and responsiveness to, the ways socio-cultural forces related to race, gender, ability, sexuality, socio-economic status, etc. impede or propel students, faculty and staff.

Minimum Qualifications:

- Bachelor's Degree.
- A minimum of five (5) years of progressive leadership in marketing, communications, development or alumni relations.
- A minimum of one (1) year of supervisor experience.

Preferred Qualifications:

- Active service experience on University Committees or within professional organizations.
- Proficiency in utilizing databases (e.g., Blackbaud) and relevant software to manage and analyze alumni data and communication metrics. Deep understanding of modern communication principles.

- Advanced knowledge of principles and methods for successful alumni programs in alignment with CASE Alumni Engagement Metrics standards.
- Demonstrated supervisory experience, team-building, and management skills. Excellent interpersonal skills with the ability to connect with a diverse range of alumni, staff, faculty, and volunteers.
- Outstanding interpersonal skills and the ability to implement high-level, integrated marketing communications projects.
- Proven ability to establish, steward, and grow productive relationships with diverse volunteer populations.
- Ability to organize and complete multiple high-level tasks simultaneously with close attention to detail and deadline management.
- Exhibits high professional and ethical standards, flexibility, and adaptability.
- Experience and sensitivity in working with people of diverse backgrounds and cultures.
- Demonstrated experience in advancing social justice, equity, and inclusion in a university setting.
- Ability to engage and integrate culturally responsive practices and knowledge in their work.

Physical Requirements:
The physical demands described here are representative but not definitive of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is primarily performed in a standard office environment with use of computer and phone interspersed with active, hands-on event execution. Requires extended periods of sitting and repetitive hand/wrist motion while using computer keyboard and phone. During events, requires frequent standing, walking, climbing stairs, bending, stooping and reaching. In addition:

- You must be comfortable standing and moving for 6-8+ hours during event days.
- The "set-up and break down" phase could involve moving furniture and lifting heavy materials, typically up to 30 pounds.
- "Hosting" implies you are the face of the organization, requiring high energy, interpersonal skills, and professional presentation.

Work Environment/Work Week/Travel:
Must be prepared to work non-business hours and weekends. Occasional travel both local and overnight.

Valid driver's license required. Incumbent must also be able to meet the University's fleet rules and be eligible to drive for University business. The University and its insurance carrier reserves the right to exclude applicants based on their driving record.

Hiring Range: $80,000 - $92,000; We consider factors such as, but not limited to, scope and responsibilities of the position, candidate's qualifications, internal equity, as well as market and organizational considerations when extending an offer.

Background Check Statement:
All applicants who receive a conditional offer of employment are required to execute a release and authorization for a background screening.

AB 810 Misconduct Disclosure Requirement: University of the Pacific complies with California Assembly Bill 810, requiring candidates accepting conditional job offers to disclose any final administrative or judicial findings, ongoing proceedings, allegations, resignations under investigation, or appeals related to sexual harassment or misconduct within the past seven years.

To apply, visit https://pacific.peopleadmin.com/postings/31812

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