Alumni Marketing Officer

Job Code 50022693

**General Description**
Assist in the development of an integrated marketing and communications plan with emphasis on internet lifestyle marketing, direct mail, and special events programming to build and strengthen relationships between the University and alumni.

**Examples of Duties**
- Work closely with Director and alumni relations staff.
- Assist in the creation of or writing of content, notices, and newsletters, posting of events, creation of web pages, and conception of content and needed features, graphics, and technology.
- Provide marketing, communications, website contact management and produces chapter postcards to support chapters.
- Use statistical analysis to analyze alumni trends, behaviors and forecast to assist in planning marketing initiatives.
- Design alumni communications including invitations, brochures, and letters.
- Produce print publications and marketing materials.
- Assist in selection and design of promotional materials.
- Assist with the production, scheduling, planning and logistical details for alumni programming and special events.
- Communicate with alumni through emails, walk-in visits, phone calls, and event interactions.
- Cultivate a positive relationship with the University by responding to inquiries and requests in a timely and informative manner.

**Knowledge, Skills, and Abilities**

**Knowledge of:** graphic design; web creation and design; computer desktop software and publishing software; statistical analysis programs.

**Skill in:** coordinate and participate in effective teamwork to accomplish goals; demonstrating clear and courteous communication and interpersonal skills; working as a member of team.

**Ability to:** produce clear, concise and grammatically correct documentation; demonstrate original, creative and persuasive marketing abilities.

**Experience and Education**
To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills, and abilities.

**Other Requirements**