Associate Director, Alumni Relations

Job Code 00001387

**General Description**
Responsible for cultivating the relationship alumni have with Texas State through encouraging alumni support of and involvement in their alma mater and creating positive experiences which promote active membership in the Alumni Association.

**Examples of Duties**
Design and maintain web page.
Write and distribute Internet newsletter.
Maintain database of alumni E-mail addresses and respond to alumni inquiries via E-mail.
Design promotional material for alumni events and merchandise.
Coordinate, recruit, and train volunteers of alumni events.
Provide information to upcoming events.
Supervise and coordinate the work of staff and student employees.
Coordinate events by making room reservations, coordinating food service and decor, and making reservations.
Greet visitors at the Alumni House.
Sell memberships in the Alumni Association.
Compose written correspondence.
Conceive and improve upon ideas for marketing alumni events.
Recommend new purchases.
Train staff in use of various software programs.
Investigate technological options to increase office efficiency.
Perform other duties as assigned.

**Knowledge, Skills, and Abilities**
**Skill in:** effectively directing the work of others and motivating output; working as a team member; interacting courteously with people in all situations.

**Ability to:** comprehend written material to evaluate its worth and to respond appropriately; prepare letters and articles for publication; perform basic and intermediate math.

**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**