ASSISTANT DIRECTOR OF ALUMNI COMMUNICATIONS AND EVENTS

Franklin College seeks an Assistant Director of Alumni Communications and Events. This is a full-time, salaried position reporting to the Assistant Vice President for Alumni Engagement and Annual Giving. This is responsible executing a comprehensive alumni engagement program that fosters networking opportunities, professional development and social interaction following the tradition and mission of the institution. The Assistant Director develops and maintains meaningful contacts with alumni and friends via targeted modes of communications and outreach: social media, e-mail, meetings, special events and volunteer opportunities with the end goal of strategically connecting them to giving annually and long-term. Located approximately 30 minutes from culturally rich downtown Indianapolis, Franklin College is a private, four-year liberal arts and sciences college.

RESPONSIBILITIES

- Act as a project manager and event planner for all alumni engagement events which may include Homecoming and reunion events, regional and Presidential events, teacher appreciation events, corporate partner luncheons, young alumni events, student/alumni networking event, career networking efforts, social and athletic events, Commencement, etc.
- Coordinate alumni engagement events: build registration links and all promotion; select venues; produce invitations, accept RSVPs and maintain guest lists; serve as liaison with florist, caterer, etc.; prepare name tags and all other event-related details.
- Provide technical assistance to Director of Annual Giving and Stewardship to complete email solicitations and social media campaigns; consider A/B testing with each project.
- Provide technical assistance to Director of Communications to distribute press releases and campus news to appropriate audiences.
- In coordination with Director of Communications, provide support to Communications volunteers.
- Manages all social media platforms for the Office of Institutional Advancement.
- Build comprehensive social media calendar to include all platforms, track all engagement metrics.
- Coordinate all regular posts, events and contests to encourage engagement; respond to all interactions; interact with other FC alumni pages; identify and stay educated on trends and new social media avenues and recommend implementation if appropriate; take appropriate action in the event of negative engagement; fulfill duties as needed (in conjunction with Department of Marketing) during campus crisis; report social media metrics.
- Ensure Black and minority representation in all email messaging, and in alumni social media platforms, including Twitter, Facebook, and Instagram.
- Oversee an efficient alumni greeting/recognition program for marriages, births, professional achievements, honors and awards, student referrals, and obituaries.
- Responds to alumni/friend inquiries and general alumni correspondence. Solicit, maintain and track accurate and up-to-date information for alumni files.
- Participate in strategic planning. Assess ROI using the Alumni Engagement Index to meet specific goals and objects set by Vice President of Development and Alumni Engagement.
- Attendance at events with some travel and extended hours is required.
- Follow and abide by all safety rules and regulations.
- Regular attendance and timeliness.
- Other duties as needed or assigned.

**REQUIREMENTS**

- Bachelor’s degree from an accredited college or university required
- Two years’ or progressive experience in alumni relations and higher education
- Exceptional ability to think strategically and analytically.
- Excellent written, oral and interpersonal skills.
- A commitment to higher education and the ability to articulate a persuasive case for continued engagement and annual support of Franklin College.
- Work requires attention to detail in composing, typing and proofing materials, establishing priorities and meeting deadlines.
- Must be able to work in a fast-paced environment with ability to manage multiple projects simultaneously, meet deadlines and goals.
- Position continually requires demonstrated poise, tact and diplomacy.
- Strong initiative and creativity with a high energy level, sense of humor, enthusiasm and flexibility.
- Demonstrated relationship builder and team player.
- Must be a self-starter, well organized, and able to work with minimal supervision.
- Computer literacy skills and understanding of database research and management; proficiency with MS Office.
- Demonstrated proficiency in managing social media, including experience with various social media platforms (e.g., Facebook, Twitter, Instagram and LinkedIn); experience leveraging social media management and analytical tools with platforms such as HootSuite, for example; a keen sense of what type of content is optimal for which social media network; experience with planning, writing, and editing content for the social media space; and finally, experience with photography for social media purposes.
- Ability to handle sensitive and confidential matters discreetly.
- Ability to work with diverse populations of students and volunteers of all ages.
- A willingness to learn new applications and participate in professional development opportunities is a requirement.
- Must be able to travel and work evenings and weekends as warranted.

**Excellent benefits** package including: health, life and disability insurance, paid vacation, sick and holiday time, retirement plan, and full tuition benefits for employees and their family. Review of applications will begin immediately and continue until the position is filled. Qualified candidates
should submit electronically (MS Word or PDF) a cover letter, resume and contact information for three professional references via the application link – Franklin College Staff Application

Contact Human Resources with additional questions.

Franklin College
101 Branigin Boulevard
Franklin, IN 46131
humanresources@FranklinCollege.edu
www.FranklinCollege.edu

Franklin College is committed to providing an inclusive and welcoming environment and to ensuring that educational and employment decisions are based on individuals’ abilities and qualifications. Consistent with these principles and applicable laws, it is therefore the College’s policy not to discriminate on the basis of age, color, disability, gender, gender expression, gender identity, genetic information, national origin, marital status, race, religion, sex, sexual orientation or veteran status as consistent with the Policy on Prohibited Discrimination, Harassment and Related Misconduct. No person, on the basis of protected status, shall be excluded from participating in, be denied the benefits of, or be subjected to unlawful discrimination, harassment, or retaliation under any College program or activity, including with respect to employment terms and conditions. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.