

**USF Job Class Description**

JOB CODE: 9632
JOB TITLE: Alumni Program Director
PAY PLAN: 21
CAREER BAND: H
FLSA: Exempt - Executive
CBU: 29
Effective 04/20/07

Job Title: Alumni Program Director

Job Summary

An Alumni Program Director develops and manages Alumni programs or functions, supervises two or more professional Alumni Officers, and creates and monitors budgets for alumni programs within the central Alumni Office.

Nature of Work

This position provides overall direction and management for several alumni programs or functions with institution-wide scope. An Alumni Director performs largely managerial work such as developing program budgets, setting broad program objectives, and supervising professional alumni officers. This position requires sensitive interaction with a variety of internal and external contacts. Work at this level meets the FLSA criteria for an executive exemption since it involves management of a permanent organizational unit and supervision of two or more employees. The position is distinguished from an Assistant Alumni Program Manager by having a primarily managerial role. This is not the overall head of the Alumni Association at USF, but reports to the Alumni Association head.

Examples of Duties

- Develops and manages the general solicitation program for Alumni membership including market analysis, membership forecasts, design of solicitation, and recognition procedures.
- Provides direction and fiscal management for alumni involvement programs. Develops revenue forecasts for programs. Supervises the staff that organize and oversee these programs.
- Manages and oversees volunteer programs and committees.
- Coordinates Alumni Board of Directors activities.
- Manages relationships with vendors, ensuring brand consistency throughout all alumni communications.
- Builds relationships externally to support USF Alumni Association membership and support. Manages programs such as Affinity Partners, Business Development Partners, and Corporate Sponsorships.
- Develops and implements strategies to increase member retention. Conducts segmentation analysis of membership business. Sets appropriate return-on-investment levels for each segment.

- Recruits leaders to participate on alumni committees and oversees relationships with committee members.
- Serves on the Alumni Association's executive committee. Represents the USF Alumni Association on USF committees.
- Manages benefits programs such as the sale of license plates and use of the USF logo on credit cards.

Minimum Qualification Requirements

This position requires Bachelor's degree and six years of experience related to community relations, alumni affairs or development. There is no substitution of experience for the Bachelor's degree.