



## **Associate Director of Alumni Engagement Position Announcement**

Eastern Illinois University invites applications for an Associate Director of Alumni Engagement. This position, reporting to the Director of Alumni and Constituent Engagement, will work in collaboration with advancement and other university colleagues to support advancement priorities and the growth of relationships with alumni through the development and implementation of innovative and data-driven engagement, communication, and alumni relations strategies. The successful candidate will be a collaborative, innovative, and strategic professional with a demonstrated understanding of how alumni engagement work results in the development of lifelong alumni connections and support through increased volunteerism, student support, and philanthropic impact.

Located in Charleston, Illinois, Eastern Illinois University is a regional comprehensive institution, and we are committed to offering all students an exceptional, accessible, and affordable education. In fact, EIU offers the lowest cost of attendance of any public university in Illinois. Our picturesque campus offers more than 100 undergraduate majors and 36 graduate degree programs. It's an exciting time to join EIU as a member of the advancement team. Guided by the work of Plan 2028, EIU's strategic plan, we are preparing for a comprehensive fundraising campaign. We have immense opportunity to build driven philanthropic opportunities for donors in areas such as scholarships, experiential learning support, student success and persistence, student life and experiences, innovative spaces and technologies, and more.

The University, located in East Central Illinois, combines the benefits of a community of 20,000 with access to several large cities, including Chicago, St. Louis, and Indianapolis.

Under the leadership of the Director of Alumni and Constituent Engagement and in partnership with advancement colleagues, including the Director of Advancement Communications and fundraising colleagues, this position will help to create and implement a comprehensive alumni engagement strategy that fosters lifelong connections and creates meaningful experiences and lasting connections. This position will also serve as an Engagement Officer, carrying a small portfolio of engagement plans for key constituents. This position will require occasional travel plus night and weekend work to support advancement events and volunteer activities.

### **Job Duties Include**

- Help to design and execute comprehensive alumni engagement strategies that support advancement priorities, grow EIU Alumni Association membership, and foster lifelong relationships with EIU
- Plan on-campus, off-campus, and virtual events for EIU alumni, including but not limited to Homecoming, campaign eve reunions, new graduates, and regional events
- Support the EIU Alumni Association board's work as well as the work of identity- and affinity- focused alumni organizations—work includes membership growth and management, membership benefits, awards and scholarship programs coordination, contract and purchasing coordination, meeting coordination, outreach efforts, and more
- Recruit, train, and steward alumni volunteers, with a focus on building a university-wide volunteerism pipeline with communication channels, leadership development, and programming for alumni volunteers
- Strengthen student awareness of the alumni network as a lifelong community, building systems to support alumni engagement in current student programming and supporting the transition of students to young alumni status
- Manage a small portfolio of alumni, focused on growing our connections with key alumni

- Support a comprehensive advancement communications strategy focused on engagement, storytelling, impact reporting, and strengthening the EIU brand with our alumni
- Contribute to strategic messaging and fundraising projects across advancement, helping to identify additional appropriate channels for distribution
- Develop affinity-based alumni populations utilizing data provided by university units
- Update alumni records in University Advancement database
- Participate in the development and implementation of alumni relations processes, services, and activities to be utilized centrally and within units
- Other duties as assigned

### Qualifications

- Bachelor's degree from an accredited post-secondary institution
- A minimum of three years of professional experience in higher education advancement or in a closely related field with transferable skills, such as higher education, marketing, public relations, communications, student affairs, or business administration, that requires strong relationship-building, engagement, or communications and outcome driven deliverables
- Strong attention to detail, organization, and time management
- Demonstrated excellent written and verbal communication skills and strong interpersonal skills
- Experience planning engagement activities such as in-person events, virtual events, and email newsletters
- Experience working in a collaborative, team-oriented environment
- Ability to maintain confidentiality

### Preferred Qualifications

- Experience creating and managing engagement programs and activities that support academic priorities
- Experience with Raiser's Edge, Blackbaud, or other CRM software
- Advancement data experience
- Demonstrated ability to positively represent EIU in visits with alumni, donors and constituents

### Knowledge, Skills and Abilities

- Demonstrated understanding of higher education administration, and specifically, engagement, stewardship, and donor relations practices
- Strong relationship management skills

Salary range is \$55,000 - \$60,000 and is commensurate with experience.

Eastern Illinois University is proud to offer an excellent benefits package designed to support our employees' well-being and career goals. This position is eligible for the following benefits:

- **Comprehensive Medical Coverage:** Competitive employee insurance premiums with flexible plan options.
- **Vision Insurance:** Vision coverage is included with medical at no cost.
- **Dental Insurance:** Dental plans available to meet your needs.
- **Retirement Benefits:** Participation in the State University Retirement System, which includes medical insurance benefits upon retirement.
- **Tuition Waivers:** Opportunities to pursue educational goals through tuition waivers for employees and dependent children.
- **Generous Paid Time Off:** Up to 12 paid holidays annually, plus earned vacation and sick time.

For more information on our employee benefit programs, please visit EIU Employee Benefits webpage <https://www.eiu.edu/humanres/benefits/benefits.php>.

Please submit a cover letter, resume, and contact information for three references via Interfolio at <https://apply.interfolio.com/173718>. For questions regarding this search, please contact Mr. Jody Stone, Screening Committee Chair, at [jestone@eiu.edu](mailto:jestone@eiu.edu).

**Diversity and Inclusion:** Eastern Illinois University is committed to fostering a learning community where all members feel welcomed and valued. The university provides equality of opportunity in all areas of campus life, and we strive to recognize and appreciate the unique value of our students, faculty, and staff. Every member of campus has the right to learn and work in an environment free of discrimination and harassment, and beyond that, our goal is for all members of our community to develop a strong sense of belonging to Eastern Illinois University.

*Eastern Illinois University is an Affirmative Action/Equal Opportunity Employer - minority/female/disability/veteran - committed to achieving a diverse community*