University of North Texas
Job Description

Purpose/Description

This position is responsible for strategic planning and execution of membership campaigns for the Alumni Association to drive membership and philanthropic support to the University and Association. This includes responsibility for the strategic communications function of the Alumni Office and the Alumni Association. Responsible for all communication modes and mediums including ensuring developing and aligning the Alumni Association and UNT brands appropriately. This position is also responsible for all components of the membership dues program and other various revenue generating functions.

Representative Tasks

- Develops and implements annual marketing and membership plan and budget.
- Develops, implements and coordinates external and internal communication initiatives.
- Implements and oversees the development, production and mailing of all membership acquisition, renewal and sustaining efforts.
- Monitors results of membership marketing and provides analysis and implements changes as appropriate.
- Procures new corporate/affinity partner agreements and fulfills existing contracts.
- Provides leadership in creating new, innovative approaches and solutions in marketing strategy, production and planning processes.
- Works in partnership with Student Affairs and manages membership aspect of Student Alumni Associations.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties or job may change over time in accordance with the ongoing needs of the Department.

Supervision

Received: Work completed independently with minimal guidance. Assignments are made in terms of broad practice, precedents, policies and goals. Work may be reviewed for fulfillment of department objectives, and conformance with policies and regulatory requirements.
Given: Typically manages professional employees and/or supervisors. The job has full management responsibility including the management of numerous teams of managers/professionals, planning for the teams' future needs and operations. There is financial accountability for independent budgets and management through subordinate managers of a sizeable team of professionals.

Education and Experience

Bachelor’s Degree in related field and five years of professional related experience; or any equivalent combination of education, training, and experience. The following knowledge, skills, and abilities are required:

- Thorough knowledge of and ability to creatively and effectively apply the principles and practices of marketing and advertising to general goals and objectives as well as specific assignments.
- Demonstrated skill in managing and/or executing the membership function of an organization.
- Excellent written and oral communications skills.
- Ability to establish and maintain effective working relationships.

Licenses, Certificates or Registration

Required: N/A

Physical Job Requirements

While performing the duties of this job, the employee is regularly required to use fingers and hands to feel, grasp, operate or handle objects, tools, or controls; reach with hands and arms; and talk or hear. The employee frequently is required to stand and sit. The employee is occasionally required to walk. The employee must regularly lift and/or move up to 10 pounds. Specific vision abilities required by this job include ability to adjust focus.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. Requires some evenings and weekends.