



Boyden Executive Search Contact

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Position Summary

Under the strategic guidance of the Vice President of Advancement and Public Relations ideate, develop and implement a comprehensive alumni engagement program designed to develop a national network of alumni, family and friends to advance and raise the visibility of the University.

Duties and Responsibilities

- Act as the representative of all ENMU alumni and represent the University and the alumni engagement program at all community, state and university events and meetings.
- Strategically develop, coordinate and implement a comprehensive alumni engagement program designed to offer a slate of engagement opportunities aligned with university priorities.
 - As part of the plan, develop an alumni champion program structured around strategic university priorities such as: Enrollment management and admissions/ career services/ regional alumni networks.
 - Ensure all programming aligns with the recently conducted alumni survey.
- Work closely with the ENMU alumni board to leverage their support to advance the vision of Alumni Engagement. Work to ensure the Board's plans are aligned with the strategic vision for alumni engagement and the University.
- Work collaboratively with the new Office of Career Services to engage and plan engagement opportunities for our students and alumni that strengthen their career readiness.
- Partnering with other campus stakeholders coordinate and implement alumni engagement strategies into annual signature events like, homecoming, family weekend, watch parties and other 'all call' events.
- Working closely with the Director of Annual Giving and Engagement, develop collaborative programming designed to engage new alumni while encouraging those with capacity and affinity to give to the One Roo Fund.
- Manage and maintain alumni information in the Advancement CRM and work in cooperation with the University and advancement database managers to ensure accuracy and the utmost confidentiality.
- Devise and implement all communications and marketing materials for alumni engagement ensuring they are strategically aligned with One Roo Fund marketing.
- Represent the alumni program at various community and/or business meetings, committees, and task forces.
- Develop annual programmatic plans and general operating budgets, providing fiscal direction to the alumni engagement program.

- Supervise office staff and student workers.
- Perform other duties as assigned.

Minimum Job Requirements

- **For Director:** A bachelor's degree and a minimum of five years in higher education alumni engagement or a related field.
- **For Associate Director:** A bachelor's degree with a minimum of two years of experience in alumni engagement or a related field.

Knowledge, Skills and Abilities:

- Strong interpersonal, written, and oral presentation skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- Database management skills.
- Proven strength and success developing and implementing strategic plans.
- Ability to plan, design, write, and implement promotional materials and social media campaigns.
- Ability to plan, organize, and facilitate a number of special events and projects at once.
- Strong leadership skills to lead and supervise direct reports.
- Eternal optimism and a strong commitment to Eastern and its mission.

Physical Demand and Working Conditions:

- The role will require some evening and weekend hours as well as 25%- 40% travel within our region and across the state, depending on event cadence and time of year.
- Work is medium in nature that at times requires exerting up to 40 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects.

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About Boyden

Founded in 1946, Boyden global executive search was the first firm to focus entirely on retained executive search. Others would soon follow, using many of the basic tenets and principles that Sidney Boyden put in place: maintaining a strict code of ethics and standards; establishing a global presence; creating uniform processes; and working with highly experienced business partners. These aspects of Sidney Boyden's vision are still in use today.

Boyden continues to be a leader in the executive search industry. Through the ever-expanding use of cutting-edge technology, while always adhering to strict ethical standards, we remain true to our rich heritage as the founders of retained executive search. We cover the globe with over 70 offices in more than 40 countries, led by resident professionals adept at working in a global economy. We are poised to help our clients find the people who will lead them today and into the future. In addition to retained executive search, Boyden works with clients seeking advice regarding their Boards. We also assist clients with interim management and leadership assessment.

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