
MIT Job Description

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| Job Title: Mgmt 2, Events | Position Title: Associate Director, Alumni Events and Engagement |
| Reports to: Director, Alumni Experience | % Effort or Wkly Hrs: 40 hours |

Position Overview:

Reporting to the Director of Alumni Experience, the Associate Director of Alumni Events and Engagement will manage Reunion Weekend, MIT Sloan's largest annual alumni event, and oversee a wide range of alumni engagement events including alumni conferences. In this capacity the Associate Director will be responsible for all programmatic elements of multiple events and will collaborate with the Director, other OER departments, MIT Sloan offices, and offices across all of MIT, including but not limited to the MIT Alumni Association. Additionally, the person in this role will be responsible for Reunion volunteer management and strategy, implementing new processes for recruitment, training, support, and collaboration. They will work with the Director to initiative and propose strategy for alumni engagement through volunteerism and events, envisioning and executing in support of the mission of the MIT Sloan School of Management and in alignment with the strategy of the Office of External Relations. The Associate Director will develop innovative content aimed to drive engagement and participation, work with the communications team to develop creative marketing materials, email, and social media campaigns that create awareness and increase response rates, develop and maintain engagement event budgets, manage vendor negotiations, create event agendas, compile confidential briefings. This person will strategize about and take a leadership role in the implementation of systems to support event management, including technology, writing pre-event and post-event materials, streamlining events processes to create robust programming and engagement, and the development of measures to report ROI of engagement. This position will oversee an Assistant Director and Administrative Assistant II of Alumni Events. Some travel, evening, and weekend work is required.

Principal Duties and Responsibilities (Essential Functions):**

- Responsible for the oversight of planning and execution of a wide range of alumni events produced by the Alumni Events Team that will contribute to the overall mission to engage alumni, friends, and organizations with MIT Sloan and with each other through intellectual activities that will inspire investment of time, expertise, and financial support.
- Manage and execute all elements of Reunion Weekend, MIT Sloan's largest alumni event, and develop programming to deliver intellectual content to alumni and increase engagement with the school. Additionally, will plan and execute milestone program anniversaries as they occur in collaboration with Program Offices and serve as the point of contact for mini-Reunions hosted by volunteers or External Relations around the world.
- Strategize with Director to propose, initiate, and create innovative, engaging, and inspiring programming for Reunion Weekend, and collaborate with the Director of Development Events to engage prospects in speaking opportunities as a means for cultivation and stewardship.

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- Reunion volunteer management and strategy, including management of 4-6 committees of volunteers and leading volunteer liaisons through recruitment, training, activation, and support. As a committee manager, this includes providing support for reunion milestone classes for the duration of the year, being their liaison to External Relations and the school, sharing information, drafting class communications, assisting with class-specific event planning, and helping increase engagement for the class.
 - Manage Reunion Weekend stakeholders: Alumni Relations, Annual Fund, Communications, and Development Events colleagues to ensure strong project management of various collaborations with the Annual Fund, a streamline of communications with volunteers and alumni in a reunion year, prospect strategy is involved in programming, and logistical elements and planning are shared across the team.
 - Manage relationships with MIT Alumni Association to ensure successful Reunion partnership and collaboration, and that event processes are aligned.
 - Measure impact and ROI of Reunion Weekend and alumni engagement.
 - Manage Assistant Director of Alumni Events and Administrative Assistant II of Alumni Events. Overseeing their activities, ensuring they align and support the goals of the Alumni Experience team and External Relations. Work also with staff on their developmental goals and ensure the objectives of engagement events are met.
 - Other projects as they relate to alumni events and Reunion volunteers as assigned including internal working group activities

Supervision Received:

- Reports to the Director of Alumni Experience

Supervision Exercised:

- Assistant Director of Alumni Events and Administrative Assistant II of Alumni Events
- Leadership and management of Reunion Weekend staff (temporary team of 50)

Qualifications & Skills:

MINIMUM REQUIRED EDUCATION AND EXPERIENCE:

- A Bachelor's degree.
- Minimum of three years' experience required.
- Candidates must be comfortable with MBA alumni volunteers and donors, possess strong event planning, analytical, interpersonal, strategic thinking and project management skills.
- Incumbent must demonstrate excellent interpersonal and communication skills and ability to develop trusted partnerships with staff.
- Experience working vendors, senior staff, and administration a must.
- Required technical skills include proficiency with alumni databases, and PC standard applications including Microsoft Word, Excel, Publisher and PowerPoint.

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- Candidate must possess initiative and be detail-oriented.

PREFERRED EDUCATION AND EXPERIENCE:

- Alumni Relations experience in a university or a professional school is strongly preferred.
- Experience working with a mid-career alumni population would be preferred.