
MIT Job Description

Job Title: Mgmt 4, Alumni Relations	Position Title: Director, Alumni Experience
Reports to: Associate Dean, External Relations	% Effort or Wkly Hrs: 100%

Position Overview:

Reporting to the Associate Dean, External Relations, the Director of Alumni Experience is responsible for the leadership and oversight of the alumni experience team and the creation, development, implementation and execution of its strategy and programs. The director will lead a team of professionals to optimize interactions with alumni and alumni in residence (students), and foster loyalty to MIT Sloan. S/he will oversee the full lifecycle of the alumni experience beginning with the student community, mentoring and advising, reunions, regional events, programming and volunteers. The director will work directly with the MIT Sloan Alumni Board on strategic initiatives pertaining to the alumni community and across the School. In this work, s/he will partner with Board leadership and internal partners to implement Board recommendations.

+++S/he will create integrated alumni engagement programs that result in a vibrant, growing pipeline of donors and potential donors and collaborate with the development team to coordinate and create loyalty through events and communications.

Director will lead the development and execution of a global strategic platform that consists of over 80 programs and events annually including signature events, reunions, industry panels, and recent alumni programming. S/he will develop sophisticated metrics that measure ROI, inform decision-making, and ensure these programs support the goals of the school, e. g. development, admissions, student engagement and placement. The director will also lead and develop a team, and manage complicated budgets.

S/he will will develop relationships and partnerships across MIT Sloan, within the MIT Alumni Association and across the Institute to advance organizational goals.

The Director of Alumni Experience will manage the customer experience and the creation of a customer-centric strategy that encompasses all interactions accurately and in a timely fashion. S/he will oversee and maintain call center operations including its staff and statistics. S/he will also collaborate with sales and marketing team to maximize revenues and customer loyalty.

Principal Duties and Responsibilities (Essential Functions):**

Strategy and team management

The director of alumni experience is responsible for the vision and strategy of alumni engagement broadly, guiding and managing a highly effective team. The director is responsible for the execution of the strategy and creating meaningful experiences for MIT Sloan alumni to participate in the life of the School. S/he will need to use data to inform decision making, strategy and budget deployment internally and will need to collect and analyze data to better understand alumni fulfillment and loyalty.

S/he will partner closely with the OER Communications team to best represent the interests of alumni through all of our channels of communication.

MIT Sloan Alumni Board

As a top priority for External Relations and for the alumni community, the director will lead the MIT Sloan Alumni Board and chart the future of the board with the Board Chair. S/he will work with the Board year round on key initiatives that pertain to increasing and improving alumni engagement for the entire community. S/he will work with partners across OER and the School to create meaningful projects for the board to have an impact at MIT Sloan and within the alumni community. S/he will prepare and staff faculty, senior leadership and deans to engage with the board multiple times per year.

Reunion strategy, programming, event execution and volunteer management

As the flagship event for OER, the director will oversee the largest event on campus for the School, bringing over 1,800 alumni and guests back to campus for Reunion Weekend. The director will oversee the reunion team, strategy and programming for the entire weekend on and off campus. The alumni relations team, in partnership with all of External Relations, is responsible for the execution of Reunion Weekend. The alumni relations team will also manage reunion volunteer management, providing clarity and direction to the volunteers to drive toward reunion and class goals.

Regional events, programming and volunteer management

The director will create a regional strategy for the team to create meaningful regional events, and work with the clubs and regional volunteers across the 9 MIT Sloan Clubs, (greater than) 30 Sloan 5 regional groups, and with the 90 MIT Clubs (when appropriate). S/he will guide the team to ensure there is robust training and communication with the MIT Sloan Clubs and Sloan 5, and there is a strong volunteer pipeline with succession planning to carry us into the future. The director will also make key decisions about engaging with alumni who live outside of these regions.

Student engagement

The director oversees alumni/student engagement, including relationships with student clubs, conferences, treks, and the newly launched alumni and student advising program. S/he will be highly visible on campus, and will create strong relationships across MIT Sloan and campus with student relations units.

Virtual programming and shared interest groups

Oversee all MIT Sloan alumni virtual programming and determine the strategy going forward using data to guide the future and investments. With a strong partnership with MIT AA, develop shared interest communities that are uniquely MIT Sloan and create meaningful ways for people to engage with each other and the School.

Other duties as needed or required.

Supervision Received:

Reports to the Associate Dean, External Relations

Supervision Exercised:

3- Associate Directors

1- Assistant Directors

1 - Coordinator

2 admins

The director is responsible for the hiring, development and retention of staff through continuous performance conversations.

Qualifications & Skills:

MINIMUM REQUIRED EDUCATION AND EXPERIENCE:

Bachelor's degree required. Minimum 7 years of experience in alumni relations, preferably in an academic setting, or equivalent experience required.

Experience working closely with volunteers required.

Minimum 2 years of experience supervising staff, setting goals, and managing performance and budgets required. Travel, night and weekend work required.

Skills:

- Creative and strategic thinker, collaborator and problem solver.
- Ability to recognize and resolve complex situations.
- Good judgement.
- Top level project management expertise with a proven track record.
- Outstanding interpersonal and organizational skills.
- Strong manager with experience supervising staff at varying levels of experience.
- Deals with confidential information and/or issues using discretion and judgment.

PREFERRED EDUCATION AND EXPERIENCE

Past experience with alumni/student outreach preferred. Knowledge of schools of management preferred.

** To comply with regulations by the American with Disabilities Act (ADA), the principal duties in job descriptions must be essential to the job. To identify essential functions, focus on the purpose and the result of the duties rather than the manner in which they are performed. The following definition applies: a job function is essential if removal of that function would fundamentally change the job.