
MIT Job Description

Job Title: Mgmt 4, Alumni Relations	Position Title: Director, Strategic Alumni Engagement, OER
Reports to: Sr Director, Development and Alumni Engagement, OER	% Effort or Wkly Hrs: 100%

Grade: 10

Hiring Pay Range: \$102,350 - \$138,700

Position Overview:

Reporting to the Senior Director of Development and Alumni Engagement, the Director of Strategic Alumni Engagement is responsible for the leadership and oversight of the alumni engagement team and the creation, development, implementation and execution of its strategy and programs. The strategy and associated programs are aimed at increasing the strength of MIT's alumni network and increasing the value of the community, which are directly correlated with John C Head III Dean Rick Locke's vision for the school, foundational to increasing philanthropic revenue, and necessary in creating leads for revenue generation and other valuable outcomes, including admission leads across programs, Executive Education leads, Action Learning leads, and Career Development advising and recruiting opportunities for students and alumni.

The Director will lead a team of professionals to optimize interactions with alumni and students and foster a commitment to the values and mission of MIT Sloan and MIT. They will oversee the full lifecycle of the alumni experience beginning with the student community, the student/alumni transition, and lifelong alumni engagement. Utilizing best practices in the Plus Delta framework and Donor Engagement Process, the Director will manage processes, programs, and people to move alumni towards becoming informed ambassadors, dedicated volunteers, and loyal donors to the school.

The Director will develop messaging for internal and external audiences that demonstrates the value of the alumni network and presents aligned opportunities for the community to support the mission of the school. They will create integrated alumni engagement and volunteer programs that result in a vibrant, growing network of donors and potential donors. They will create engagement and loyalty through events and communications, develop relationships, and make referrals across the development team from the broadest base of the alumni engagement funnel. They will develop relationships and partnerships across MIT Sloan, within the MIT Alumni Association, and across the Institute to advance organizational goals.

The Director will lead the development and execution of a global strategic volunteer program that leverages over 80 events and activities annually, including signature events, reunions, industry panels, recent alumni programming, and online events. They will develop sophisticated metrics that measure ROI, inform decision-making, and ensure these programs support the goals of the school: revenue generation, support for the Sloan Annual Fund, growth of the Dean's Circle, support for Admissions, enabling career outcomes for graduating students, and student/alumni network strength and engagement.

The Director will also lead, develop a team, and manage complicated budgets.

Principal Duties and Responsibilities (Essential Functions):**

Team and Programs Strategy 40%

- Lead the vision and strategy of alumni engagement for the entirety of MIT Sloan and the Office of External Relations;
- Create strong relationships across MIT Sloan and campus with Student Life, the MIT Sloan DEI Office, program offices, and other student relations units; represent OER with program offices on alumni relations activity and tailor activities to various alumni demographics across the full portfolio of MIT Sloan programs;
- Develop a comprehensive volunteer strategy that fully capitalizes on alumni as informed ambassadors and advocates for the top priorities of the school; oversee processes for standardized onboarding, training, education, communication, and stewardship of the volunteer experience, ensuring the highest quality, satisfaction, and efficacy; partner with the MIT Alumni Association to ensure a consistent volunteer code of conduct is observed, that strategy is aligned, and to advocate for MIT Sloan alumni representation across volunteer leadership and recognition programs across the Institute;
- Provide oversight and strategic direction to the Associate Director managing the MIT Sloan Alumni Board, aimed at increasing and improving alumni engagement for the entire community and aligning projects to fulfill the most important needs of the school; prepare and staff faculty, senior leadership, and deans to engage with the board multiple times per year;
- Create and execute on a cohesive regional volunteer strategy that aligns and capitalizes on activity with the Engagement Events team;
- Develop new initiatives and refine current initiatives for maximum ROI (philanthropy, revenue generation).

SAE People and Budget Management, 30%

- Hire, motivate, manage, lead, balance workloads, and coach Strategic Alumni Engagement team;
- Partner with the Strategic Information Management team to collect and analyze data internally to better understand the effectiveness of OER volunteer and engagement efforts;
- Set team metrics and Objectives and Key Results (OKRs), utilizing external peer benchmarking data to inform decision-making;
- Lead and manage budget deployment;
- Represent the Strategic Alumni Engagement team in the OER Managers Group.

MIT Sloan/MIT Partnerships (with revenue generation focus), 20%

- Represent OER and the alumni community as a thought partner and strategist with units that engage the alumni community, including: the MIT Sloan Career Development Office, Global Programs, MIT Sloan Executive Education, Action Learning, Admissions, Student Life, and the MIT Sloan Office of Diversity, Equity, and Inclusion;
- Partner with the Engagement Events team on the strategic direction and execution of MIT Sloan's flagship MIT Sloan Reunion event and Executive Electives event; align volunteer strategy to the outreach needs for a successful multi-day reunion event;
- Collaborate with the MIT Sloan Annual Giving team to increase immediate use, flexible funding to the school as part of the MIT Sloan Reunion effort.

SAE Program and Volunteer Management, 10%

- Work with the regional clubs and regional volunteers across the 9 MIT Sloan Clubs, 30+ Sloan 5 regional groups, and 90 MIT Clubs in collaboration with the MIT Alumni Association; develop and implement robust, consistent training and communication with all volunteer leaders and ensure a strong volunteer funnel; determine how alumni outside of these regions will be engaged;
- Oversee all MIT Sloan alumni virtual programming; use data to guide the future and investments; develop shared interest communities that are uniquely MIT Sloan and create meaningful ways for students and alumni to engage with each other and the school (in collaboration with the MIT Alumni Association and MIT Sloan Career Development Office);

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- Partner closely with the OER Communications team to best represent the interests of the student and alumni community through all of our channels of communication; develop internal and external messaging around the MIT Sloan network, volunteer activities, and engagement opportunities for the alumni community;
 - Oversee student/alumni engagement, including relationships with student clubs, conferences, treks, and the Student Senate.

Other duties as needed or required.

Supervision Received: Reports to the Senior Director of Development.

Supervision Exercised:

3 roles with an opportunity to shape current and open positions.

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 volunteer leadership development in an academic setting, or equivalent experience required.

Experience working closely with volunteers required.

Minimum 3 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 judgment.
- 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

Master's degree

Past experience with alumni/student outreach preferred.

Knowledge of schools of management preferred.

Competencies: Engage; Collaborate; Contribute; Lead; Manage

*** 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.*