



MIT Position Description

Job Title: Event Planner 3	Position Title: Associate Director, Alumni Events and Engagement
Reports to: Director, Alumni Experience	% Effort or Wkly Hrs: 40 hours
Department: Office of External Relations, Alumni Experience	

Position Overview:

Reporting to the Director of Alumni Experience, the Associate Director of Alumni Events and Engagement is an integral member of the MIT Sloan Alumni Experience team and will manage an event portfolio of three annual engagement events, including Reunion Weekend, MIT Sloan's largest annual alumni event, and a wide range of alumni engagement events including alumni conferences. The person in this role is responsible for creating, developing, and executing strategies for effective event content and delivery of high-level MIT Sloan alumni events both online and on campus and around the world. They will work with the director, senior faculty, and administration to envision and execute events in support of the mission of the MIT Sloan School of Management and in alignment with the strategy of the Office of External Relations. In this capacity, they will develop a knowledge base of faculty expertise and initiate, propose, and execute event strategies through unique and creative programming. This will also entail creation and development of programming for conferences and departmental alumni engagement events, including event agendas and crafting speaking points for faculty and senior leadership, and work with prospect managers to strategize invite lists and content. They will manage the logistical event details including venue selection and booking, contract negotiation, catering and A/V, invitation and attendee data, creation of communications and marketing materials, budget and vendor relations, production of confidential briefing materials for speakers and leadership, and pre and post event follow up and analysis for both online and in-person events as needed. Additionally, they will lead the other members of Alumni Experience to plan and execute all logistical aspects of Reunion Weekend. They will strategize about and take a leadership role utilizing technology and database systems to streamline and enhance communication and data processes for the team, work with colleagues, faculty, and academic leadership across the School and Institute to develop priorities, plans, and execution strategies for alumni events including outreach to faculty and staff, project development and management, aligning funding priorities with event programming.

Role is eligible for flexible work schedule that aligns with practice of Office of External Relations.

Some travel, evening, and weekend work is required.

Principal Duties and Responsibilities (Essential Functions):**

Event strategy and management: 70%

- Responsible for the planning and execution of a wide range of high-profile global alumni engagement and stewardship produced by the Alumni Experience team that contribute to the overall mission to engage, cultivate, and steward MIT Sloan alumni, donors, and prospects and inspire philanthropy and engagement by demonstrating impact at MIT Sloan and around the world through a holistic, high touch, and collaborative approach.
- Work in partnership with the director to manage the development, planning, and execution of MIT Sloan Reunion Weekend (May/June), MIT Sloan Demo Days (September), and MIT Sloan Executive Electives (January.) Event manager for alumni conferences and other events as necessary.
- The Associate Director will be responsible for coordinating events that inspire continued engagement, volunteerism, giving, and pride in the School, steward alumni volunteers and demonstrate impact, and implement strategy that will showcase faculty research and work. Collaborate with counterparts across Sloan and MIT to ensure that Sloan initiatives have wide visibility. Work with event production consultants as needed.
- Develop content for departmental alumni events and regional engagement events to enthusiastically and creatively convey priorities and objectives and create an emotional and intellectual experience for alumni and donors through the events. Regarded as a generalist on Sloan priority content with advanced and broad knowledge of the School's disciplines.
- Manage and execute all elements of MIT Sloan Reunion Weekend 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. Collaborate closely with the Associate Director focused on Sloan Reunion logistics.
- Manage stakeholders for a number of large events: Alumni Relations, Annual Fund, Communications, Development Events, and other colleagues to ensure strong project management of various collaborations, a streamlined method of communications with volunteers and alumni in a reunion year, prospect strategy involvement, and cross-team logistical elements and planning. Work with the director to strategize, propose, and develop innovative programming and content to advance the goals of External Relations. Responsible for broadening the scope of event strategy to engage virtually with alumni and donors around the globe through hybrid opportunities 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. This requires working closely with colleagues to develop strategy, content, programming, invitation lists, creation and execution of communication plans, selecting venues, and logistics.

- Integrate DEI efforts into event planning processes in various capacities including but not limited to speaker selection, audience development, giving society strategies, vendor sourcing, etc.
- Manage relationships with MIT Alumni Association to ensure successful event partnership and collaboration, and that event processes are aligned.

20% Technology, Analysis, and Reporting

- Develops and manages team budgets and ensures adherence to budgets while achieving event goals.
- Utilize technology and database systems, especially platform vendor work such as Cvent, Remo, and similar, to streamline and enhance communication and data processes for the team, to measure impact of events, and to provide monthly analysis to leadership.
- Provide leadership oversight of event practices to the administrative assistant and best practices for the events working group in relation to strategic development of programs, events, speakers, and experiences.
- Evaluate, recommend, and implement innovative ideas and enhancements to the event planning process to continually improve the execution of events. Make recommendations for new policies and procedures to increase quality, efficiency, and efficacy.

10% Other

- Other projects as they relate to alumni engagement as assigned including internal working group activities and representation of External Relations at School or Institute-wide events.

Other duties as assigned as required

Supervision Received: Reports to the Director of Alumni Experience

Supervision Exercised: None.

Qualifications & Skills:

MINIMUM REQUIRED EDUCATION AND EXPERIENCE:

- A Bachelor's degree or equivalent years of experience and education required.
- Minimum of 5 years' experience in complex event planning.
- Minimum 5 years project/program management required.
- Incumbent must demonstrate excellent interpersonal and communication skills and able 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.
- Have the ability to set goals and priorities in a fast-paced, demanding environment.
- Candidate must possess initiative and be detail-oriented.
- Some weekend and travel may be required.

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.

** To comply with regulations by the American with Disabilities Act (ADA), the principal duties in position 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.