



MIT Position Description

<b>Job Title:</b> Mgmt 2, Events	<b>Position Title:</b> Associate Director, Alumni Events and Engagement
<b>Reports to:</b> Director, Alumni Experience	<b>% Effort or Wkly Hrs:</b> 40 hours
<b>Department:</b> Office of External Relations, Alumni Experience	

**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. The Associate Director will develop content to drive alumni and donor 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 event processes to create programming and engagement, and the development of measures to report ROI of engagement. This position will oversee an Assistant Director of Alumni Experience. Some travel, evening, and weekend work is required.

**Principal Duties and Responsibilities (Essential Functions\*\*):** (% totaling 100%)

- 30%: 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.
- 30%: 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.
- 10%: Strategize with Director to propose, initiate, and create 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.
- 10%: 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.
- 10%: Manage Assistant Director of Alumni Experience. Overseeing their focus on reunion volunteer management, ensuring the program aligns with and supports 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.
- 5%: Measure impact and ROI of Reunion Weekend and alumni engagement.
- 5%: 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:**

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

**Qualifications & Skills:**

*REQUIRED EDUCATION AND EXPERIENCE:*

- A Bachelor's degree.
- Minimum of three years' experience in events planning and management.
- Possess analytical, interpersonal, strategic thinking and project management skills supporting interactions with MBA alumni volunteers and donors.
- Incumbent must demonstrate interpersonal and communication skills and ability to develop trusted partnerships with staff.
- Experience working with 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.
- 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.

**Competencies:**

Collaborate

- Works towards team success with humility, as both a member and a leader of formal and informal teams
- Collaborates with others while respectfully advancing organizational goals and achieving desired outcomes
- Communicates openly and effectively by exchanging high-quality information, ideas, and opinions in an open and timely manner within and outside the school

Engage

- Acts with caring and a sense of community while demonstrating genuine respect towards every person
- Fosters innovation and experimentation by applying original thinking, expertise, and professional experience to solve problems and develop new options and approaches
- Builds diversity and inclusion by modeling and promoting the MIT values and contributing to an environment where everyone feels supported and is able to thrive

Lead

- Focuses on impact and outcomes while working to make a difference and achieve organizational goals
- Influences others by gaining commitment, buy-in, and support
- Initiates and sustains change that creates value

\*\* 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.