

Posted: 04/23/2021

Hourly range: \$18.00-\$19.50

Status: Non-Exempt, Part-time (20 hours per week)



The College of Idaho invites applications for an **Alumni and Parent Communications Coordinator**. This position will be responsible for supporting the Alumni & Parent Relations team by coordinating alumni & parent communications, maintaining the Alumni website and managing social media platforms.

Essential Functions

- Coordinate communications strategy for Alumni and Parent Relations. Maintain and manage a strong communications program, including electronic and printed publications and a variety of social media platforms. Maximize the flow of information to alumni and encourage alumni communication with the College.
- Maintain Almadbase, the alumni website and online directory. Keep website content up to date, approve users, update user profiles, create event registrations, etc.
- Develop and execute alumni & parent social media strategy. Maintain a content calendar across social media channels and post relevant, creative and timely content to maximize interaction and engagement.
- Cultivate significant alumni/parent/student contact and engagement. Embrace a leadership role in Alumni and Parent Relations (along with director) to identify, cultivate, and maintain relationships with alumni and parent constituents so they will become long-term partners with The College of Idaho. Conduct at least 5-10 visits per week with alumni/parents/students representing our diverse group and send personal thank you notes to each. Complete the officer tracking form on a regular basis to note purpose and results of each visit.
- Collaborate with team members to assist with planning & execution of alumni, parent & student events as needed.
- Assist with general office administrative tasks. Present a consistently positive and enthusiastic perspective; maintain a professional work area; provide a high-touch, customer-friendly response to questions, concerns and requests for information from alumni.
- Thrive in an atmosphere that requires flexibility and a clear focus to the goal, self-initiative and constant collaboration, sincere attentiveness to every stakeholder, and a talent for maximizing diverse job tasks.
- Contribute to the team success through actions, attitude, and results.
- Complete other duties as assigned.

Knowledge, Skills, and Abilities

- Proficient in the use of Microsoft Office Suite, email marketing platforms (Mail Chimp preferred), internet applications, and social media platforms
- Excellent communication skills, both oral and written, in English
- Demonstrated ability to cultivate working relationships with College staff, faculty, administration, constituents and volunteers
- Ability to maintain an exceptional level of customer service
- Must possess a strong work ethic and unquestioned personal integrity; ability to handle a constituent's personal information with extreme confidentiality
- Must be high-energy, goal-oriented, and possess excellent interpersonal skills
- Must be able to coordinate multiple priorities and meet established deadlines
- Ability to see "the big picture" and manage multiple components to ultimately reach established goals.
- Possess excellent organizational skills
- Must be self-motivated and able to complete projects efficiently and to a high standard of quality.
- Detail oriented while adhering to guidelines, performance standards and policies

- Must be able to establish meaningful relationships with prospective students, parents, and alumni of varying ages.

Qualifications

- Bachelor's degree required.
- Two years of experience in areas of marketing, college relations, and/or customer relations. Some event planning also is beneficial to this position.
- Preference will be given to College of Idaho alumni
- Working knowledge of ERP systems such as Ellucian Colleague or equivalent CRM experience preferred.
- Experience using social media as a tool to achieve a specific goal or outcome
- Demonstrated ability to develop and sustain working relationships with a wide variety of alumni and parents.
- Must be able to work non-traditional hours such as weekends and evenings.
- Must possess a current valid driver's license, be vehicle insurable with a good driving record in accordance with The College of Idaho's vehicle policy.

Candidates must be authorized to work in the United States as of the expected hire date and throughout the date of their employment without sponsorship from The College of Idaho.

Candidates meeting qualifications listed above should submit a cover letter addressing their qualifications for the position, a current résumé, and the names and contact information of three (3) references, two (2) management and one (1) professional to hr@collegeofidaho.edu. Application review will begin immediately; applications will be accepted until suitable candidates are selected.

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