



Raymond A. Mason
School of Business
WILLIAM & MARY

Alumni Engagement Coordinator

Mission Statement

The mission of the Raymond A. Mason School of Business at William & Mary is to serve the Commonwealth, the nation, and the global community both by offering high-quality educational programs at the undergraduate, graduate, and professional levels and by creating and communicating new knowledge.

Position Summary

This position is essential to the daily operations of the Raymond A. Mason School of Business' Office of Advancement including event planning, alumni communications, data research and reporting, and management of related software tools. This individual will report to the Senior Director of Advancement.

Core responsibilities include but are not limited to:

- Managing all aspects of soliciting and collecting event registrations and RSVPs, from design and concept of event invitations to managing the electronic collection of RSVPs
- Assistance with all pre, onsite, and post alumni engagement event logistics
- Reporting and analyzing event attendance and other success metrics and tracking this data systematically in the university's CRM system
- Processing and recording vendor payment invoices and assisting in budget management for the Office of Advancement
- First-line responsibility for communications, problem solving, and interaction with key stakeholders
- Assist with data integrity initiatives, as they relate to the Mason School's alumni population
- Collaborate with the Mason Marketing and Communications team to keep Mason alumni website content current, and for alumni specific content creation and submission to all social media outlets



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Required Qualifications

- Bachelor's degree or equivalent combination of education and experience
- Demonstrates strong sense of customer service and is a team player who is also comfortable as a self-starter
- Demonstrates outstanding interpersonal skills to develop and foster communication and teamwork with a diverse audience including alumni, donors, faculty, staff, students and the College community
- Excellent computer skills and proficiency with Microsoft Office products and a variety of computer applications including word-processing, graphic design, spreadsheets, databases, and on-line systems
- Significant competence in Microsoft Suite and database management
- Excellent verbal, written and interpersonal communication skills and displays sensitivity to personal information
- Demonstrates critical thinking and problem-solving skills
- Demonstrates excellent organizational and project management skills and ability to balance competing priorities, complex situations, and tight deadlines
- Demonstrates exceptional attention to detail with a high level of organized and analytical thinking Master's degree or the equivalent combination of education/experience

Preferred Qualifications

- Experience in higher education, or an industry that requires event planning, or marketing
- Experience with CRM databases, event management software, and digital communication tools.

Conditions of Employment

- Occasional early morning, evening, and/or weekend work as needed.
- Ability to lift up to 50 lbs.
- This position is restricted to the availability of funding.
- This is a non-exempt position, eligible to receive overtime in accordance with the Fair Labor Standards Act. This position may be subject to overtime during high peak times, etc. as directed and approved by the supervisor.

Salary

Up to \$45,000 commensurate with experience and equity



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Job Duties

Alumni Engagement Event Planning 30%

Assist the Alumni Engagement team with all aspects of event planning and execution to include regional receptions, large Mason School events, networking opportunities, lifelong learning, etc. Event execution to include generation of electronic and/or print invitations, management of registration process, name tag creation, set up and staffing welcome tables, vendor management, pre- and post- event analysis, event briefings for distribution and post-event communication and tracking. Event planning to include catering and logistics when requested. Serve as traffic manager for event data involving alumni through the School of Business.

Alumni Communications 30%

Assist in the creation of alumni communication being directed from the Business School's Office of Advancement, including alumni communications, sent from the Dean's Office and other areas of the school. This includes all list generation and data manipulation necessary to accurately email or mail these communications to alumni. In conjunction with the Mason Marketing and Communication's team, manage content development for the alumni website and the Mason School's social media pages.

Alumni Data and Reporting 20%

Oversee data integrity strategies for Mason School alumni in the College's CRM. Have a strong understanding of the College's alumni CRM and how data is stored. Assist in generating queries, reporting, data entry and data analysis for the Advancement Office.

Administrative Support of the Alumni Office 20%

As requested, provide administrative support to the Associate Directors and the Senior Director of Advancement. This includes managing the office budget, processing vendor invoices, compiling briefing materials for office officials, and other duties as assigned.



Raymond A. Mason School of Business

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Mason DEI Statement

The Raymond A. Mason School of Business at William & Mary values Diversity and strongly supports Equity and Inclusion as part of our core values. Because of that belief it is the duty of all employees of the Mason School to ensure they promote DE&I efforts through their work as part of their primary responsibilities. This includes, but is not limited to, making efforts to share opportunities with all populations, being respectful in interactions with all people, and holding others to the standards set forth by the Mason School of Business. Diversity, Equity, & Inclusion is the responsibilities of the whole community and we strive to create a place of shared harmony and belonging for all.

EEO Statement

William & Mary values diversity and invites applications from underrepresented groups who will enrich the research, teaching and service missions of the university. The university is an Equal Opportunity/Affirmative Action employer and encourages applications from women, minorities, protected veterans, and individuals with disabilities.

Background Check Statement

William & Mary is committed to providing a safe campus community. W&M conducts background investigations for applicants being considered for employment. Background investigations include reference checks, a criminal history record check, and when appropriate, a financial (credit) report or driving history check.

Benefits Summary Statement

William & Mary offers our employees a full array of benefits including retirement, health insurance with options for expanded dental and vision along with group and optional life insurance with coverage for spouse and children, flexible spending accounts, and an EAP (Employee Assistance Program). Our employees enjoy additional university benefits such as educational assistance, professional development, wellness benefits, and a robust holiday schedule. All employees have access to fitness facilities on campus. Staff members also have access to the university libraries, and much more. To learn more, go to: <https://www.wm.edu/offices/hr/currentemployees/benefits/index.php>