



POSITION DESCRIPTION

Job Title: Communications and Alumni Relations Coordinator

Reports to: Director of Advancement

Summary: The Communications and Alumni Relations Coordinator is responsible for the design, implementation and management of communication strategies targeting media, donors, potential families, current families and employees to promote the values of SMCS. Through special events and relationship building, this person shapes the alumni program to serve both SMCS and the alumni by creatively and effectively engaging with our alumni network to promote awareness and share the story of St. Mary Catholic Schools.

Job Responsibilities:

- Responsible for the production and management of system publications including print, fulfilment and distribution
- Works with Director of Advancement on the annual communications plan
- Partners with Marketing and Media Specialist on web presence including SEO and organic and keyword search
- Works closely with the Marketing and Media Specialist to develop/maintain quality social media content to support and expand SMCS digital presence
- Manages outdoor digital marque content
- Maintain and implement publicity calendar for events and projects
- Proof and distribute system bi-weekly e-newsletters, create and distribute Alumni Newsletter
- Assist with maintaining online system calendar
- Proof/edit all major publications/collateral/communications
- Assist in the preparation and drafting of various communications
- Collect info, prepare and distribute talking points for BOT and faculty/staff
- Prepare awards applications for groups or individuals
- Work with president to prepare corporate board report
- Act as project lead for all alumni events; class reunions, homecoming, holidays, Greater Zephyrs Open
- Network with current students and recent graduates to highlight alumni relationships
- Leverage social media and other forms of communication (print marketing, newsletters, direct contact, and email blasts) to drive alumni engagement
- Serve as liaison for reunion committees and alumni gatherings
- Forge new relationships to start, and then grow the SMCS Alumni Association and mentorships
- Create and maintain all alumni database records to ensure consistent communication to alumni
- Grow the volunteer involvement across all system events
- Ensure alumni are recognized through year end awards and hall of fame inductions
- Capture the heart and story of alumni to weave into the history of SMCS
- Works with other departments on Alumni coordination with their events
- Process all invoices
- Champion the community building at SMCS through internal and external events and fundraisers
- Prepare awards applications for groups or individuals
- Other duties as assigned

Qualifications:

- Bachelors degree in communications, hospitality, public relations or related field is preferred
- Well-organized with strong multi-tasking abilities
- Excellent written and verbal communication skills with the ability to communicate with and serve a variety of stakeholders including alumni, donors, parents and students
- History of creatively executing large events
- Outstanding vendor management skills
- Networking savvy
- Resilience and adaptability
- Unbridled creativity, cutting-edge ideas
- Ability to maintain confidential information
- Strong belief in Catholic education

I accept the above responsibilities and by signature indicate my willingness to enthusiastically participate in the implementation of the faith community. I am able to perform the above duties with or without reasonable accommodations.

Print Name: _____

Signature: _____

Date: _____