

Graduate Assistant for Alumni Engagement

General description: The Graduate Assistant for Alumni Engagement assists the Alumni Engagement staff with programs and initiatives that aim to engage and connect the college's alumni. This position requires a specific concentration on the management of electronic communications to alumni, including emails, Alumni Web pages and Social Media accounts.

Duties and Responsibilities*:

- Proactively manage the official Canisius Alumni Facebook page, Twitter, and Instagram accounts.
 - Create content for each channel (Photography, Video, Canva, Adobe Photoshop, Adobe InDesign)
 - Work with the Assistant Director of Alumni Engagement to develop Social media strategies to increase engagement on all platforms
- Work with the OAE work-study student to keep alumni data as current as possible with contact updates, coding work, etc.
- Monitor and manage the "AlumNotes" project for the Canisius College magazine.
- Assist with the management of the Alumni Engagement Web pages to ensure they are up-to-date with - current information and event photos; periodically work with Creative Services to create images for the Alumni Web pages.
- Assist with the development and execution of alumni emails using Eventbrite and Benchmark software; learn how to use new software where appropriate.
- Assist the Alumni Engagement staff with the planning, marketing and execution of all alumni programs, services, and events, including Reunion, class affinity reunions, virtual events and webinars, regional and young alumni programming and award ceremonies, including:
 - Ø Track event responses using Eventbrite software
 - Ø Maintain records of event attendees and volunteers; provide alumni information updates to advancement services
 - Ø Attend and assist with alumni events on and off campus
- Assist the Office of Alumni Engagement with administrative duties (i.e. mail stuffing, photocopying, etc.)
- Assist in managing work-study student
- Assist Institutional Advancement staff when needed and other duties as assigned.

**Please note that some evening and weekend hours will be required to perform these responsibilities.*

Qualifications:

- Bachelor's degree is required, along with matriculation into a Canisius College master's program
- Self-starter who can work well in a team environment
- Excellent oral and written communication skills
- Excellent interpersonal skills that enable him/her to work with diverse groups
- Exceptional time management and organizational skills that enable him/ her to multi-task and meet deadlines
- Strong computer skills that include comfort level working with social media and Microsoft Office and the ability to learn advancement database and Oracle forms
- Photography skills are desired, but not required

Compensation: 18 credits hours of tuition waivers over two semesters

Terms of Employment: 20-25 hours per week; schedule to be determined with the Director of Alumni Engagement. Hybrid schedule is available.

Start Date: Week of Aug 21, 2023