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*:
- Manage the monthly alumni e-newsletter, GriffNews including:
  - Brainstorm and propose content
  - Write, edit and proofread articles and submit to Director of Alumni Engagement for approval
  - Work with marketing and communication staff on final approval and execution
- Work with the Director of Alumni Engagement and the college’s Digital Marketing Director to improve navigation and content of the Alumni Web pages
- Proactively manage 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
- Proactively manage the official Canisius alumni Facebook page, LinkedIn group, and Twitter and Instagram accounts.
- Assist with the development and execution of alumni emails using Eventbrite and Benchmark software
- Assist the Alumni Engagement staff with the planning, marketing and execution of all alumni programs, services and events, including Reunion, class affinity reunions, regional and young alumni programming and award ceremonies, including:
  - Track event responses using Eventbrite software
  - Maintain records of event attendees and volunteers; provide alumni information updates to advancement services
  - Attend and assist with alumni events on and off campus
- Assist in managing work-study students
- 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

Compensation: 18 credits hours of tuition waivers over two semesters (approximate value is $14,400)

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

Anticipated Start Date: Summer 2019