

EMORY
RESIDENCE LIFE & HOUSING
A Division of Campus Life

Residence Hall Director Fellowship

Emory Alumni Association / Emory Annual Fund

Description of Position:

The offices of the Emory Alumni Association (EAA) and the Emory Annual Fund (EAF) work closely together to improve alumni-student relations, and to educate students on the importance of staying involved with and giving back to the Emory community after graduation. The close proximity of these two offices and the alignment of their missions provides the opportunity to employ a single residence life fellow. The primary purpose of the fellow is to manage the student leadership groups managed by the EAA and EAF, including Class Gift committee, Student Alumni Association, Senior Experience Committee, and Sophomore Pinning Committee. Management of these groups includes formulating strategy, aligning groups with the organizational mission, and successfully executing and assessing the events and programs of leadership groups.

The purpose of these leadership groups is to:

- improve *young alumni* and *current student* programming and fundraising efforts with the goal of educating students about alumni, increasing student connections to alumni, and keeping these young alumni connected to and active with the university post graduation.
- increase students' excitement and feeling of connection to the greater Emory community while they are still here.

The second purpose of the RHD Fellow is to participate in marketing and communications strategy and implementation related to students and young alumni.

This position requires a full scope of knowledge concerning the EAA and EAF's mission and the capacity to handle a broad range of responsibilities including volunteer management, event management, and marketing strategy and implementation. A strong degree of professionalism is required to represent the departments, prioritize multiple responsibilities, and be a proactive partner across the university. Successful candidates will be organized, outgoing, enthusiastic about Emory, and excited about gaining skills in a professional environment.

Responsibilities:

In addition to the responsibilities detailed below, the Fellow will be expected to represent Emory University in a variety of settings and may be assigned to projects and duties which do not necessarily fit into the categories above. He/She must be a proactive team player and take this commitment very seriously. In addition, while the scheduled hours of work are flexible, the intern must establish a consistent weekly schedule when he/she will be in the office. Night and weekend work time is necessary due to events and meetings that occur outside of normal work hours, but compensatory time will be offered to make up for hours worked out of the office.

Emory Alumni Association

- The fellow will be very involved in developing a marketing and communications plan directed to soon-to-be alumni and to undergraduate alumni who have graduated within the last 10 years. Enhance existing and new communication tools for student and young alumni audiences.
- Serve as primary advisor for the Senior Experience Committee and Sophomore Pinning Committee and work as secondary advisor to the Student Alumni Association and 100 Senior Honorary.
- Coordinate, manage & execute events or initiatives for the Student Alumni Association, Senior Experience Committee, 100 Senior Honorary, and Sophomore Pinning Committee.

- Create and maintain web content for student leadership groups or student-related EAA pages. Create and disseminate marketing and communications materials, including content for EAA publications.
- Manage data related to student leadership groups using tools provided by the department.
- Assist with young alumni events and programming as it relates to student leadership groups or the student-to-alumni transition.
- Implement strategies related to transitioning students from university to alumni life, including educational programs, communications, events, and other awareness vehicles.
- Create flyers, publicity, and advertising strategies for EAA programs such as Homecoming, Emory Commencement Weekend, or other programs that involve students but are not part of student leadership groups.
- Collaborate with partners in Residence Life, Center for Student Leadership & Engagement, Admissions, and other university departments on existing and new programs.
- Monitor expenditures related to student leadership budgets. Steward funds appropriately.
- Participate as a full member of the EAA staff. Attend staff and division meetings as required. Contribute to EAA projects and programs as requested or as interested.

Emory Annual Fund (EAF)

- In this capacity, the fellow will be very involved with publicity, marketing, and student development. In particular, he/she will help to develop a culture of student philanthropy toward Emory through educational components, on-campus partnerships, campaigns and events. This will include creating and executing marketing and advertising strategies, publicity, and events that center around philanthropic education, student philanthropy and increasing student giving.
- Serve as co-advisor to the Class Gift Advisory Board / Class Gift Campaigns; this includes helping to coordinate and implement events such as the Blue Pig and Operation: Emory.
- Create publicity surrounding the Class Gift Book Award; recruit nominations and make personal recommendations to students.
- Aid with the execution of certain Legacy student programs and publicity for other EAF programs such as Dinner with 12 Strangers, Dessert with 12 Friends, and the 4EU program as needed.
- Maintain online communities (Learnlink, facebook) conferences for the Class Gift, Legacy, and Parent Council programs.
- Communicate effectively and professionally in writing and in person with various schools and units involved in the EAF.
- Proof-read EAF materials: internal and external correspondence, direct mail/e-mail solicitation pieces, reports, articles, brochures, etc. as needed.

Overlapping Duties

- Researching marketing and programming efforts by alumni associations and annual funds for students at our peer institutions.
- Serve as a DAR (Development & Alumni Relations) liaison for students regarding their involvement in the comprehensive campaign. Have regular meetings with student leaders to determine the scope and level of involvement for students.
- Assist in the coordination of mailings, publications, e-mail communications, surveys, etc. from the EAF and EAA offices, as well as various student groups and committees that the fellow is involved with via the fellowship.
- Support department responsibilities as needed/assigned (i.e., relief for Miller-Ward Alumni House receptionist).
- Support and coordinate special projects as assigned, or as deemed valuable to the mission of the EAA and EAF.
- Perform additional duties as assigned by the Director of Student and Interest Groups and the EAF Program Development Coordinator.

Reportability:

This position reports to the Director of Alumni & Student Leadership at the EAA and works closely with the EAF Program Development Coordinator.

Qualifications Desired:

- Graduate of Emory University.
- Previous experience in development, non-profit or university offices a plus but not a requirement.
- Outstanding verbal and written communication skills: an attentive listener, articulate speaker, and clear and persuasive writer.
- Computer/information management aptitude required and proficiency with personal computers and office software.
- Required proficiency in Microsoft Office (Word, Excel and PowerPoint); proficiency in using online networking tools such as Facebook and Learnlink; required training for proficiency in applications specific to Emory (BSR Advance-ACE database and related applications; Custom Mass Email application, Listserv, etc.) Web based technology skills a plus.
- Possess excellent interpersonal, organizational, and leadership skills.
- Must have ability to adhere to strict deadlines while managing multiple projects simultaneously.
- Ability to independently initiate, organize, and follow through with program plans.
- High energy, clear goal orientation, and attention to detail.
- Team oriented with the ability to work independently.
- High-level of skill in customer service.
- Ability to deal effectively with and represent the University to a wide range of constituent groups within and outside of Emory University.

Terms of Employment:

The Emory Alumni Association / Emory Annual Fund fellowship will begin the day after Labor Day. The fellow will be expected to work 20 hours/week at his/her designated fellowship, and 20 hours/week for the duties assigned as a RHD.

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