

# Sam Houston State University Human Resources

---

## Staff Classification Description – Associate Vice President for Alumni Relations

---

**Skill Category:** Executive/Administrative

**Position (Employee) Class:** 1M130

**Grade:** NC

**Date:** 07/2016

**Department:** Office of University Advancement

**Educational & Experience Requirement:** Bachelor's Degree required with at least seven (7) years of professional experience in one or more of the following areas: alumni and public relations, association management, fund raising, admissions, sales, and marketing. A background in membership acquisition or annual fund-raising or meeting sales goals with for-profit enterprises is desirable. A combination of education, experience, and training that would produce the required knowledge and abilities could be considered.

**Nature & Purpose of Position:** Formulates and articulates a vision for Alumni Relations and the Alumni Association and provides effective leadership and direction for the development and continuing growth of a comprehensive program that will serve the interests of SHSU and its more than 120,000 graduates and former students.

**Supervision Given & Received:** The Associate Vice President (AVP) for Alumni Relations supervises the alumni staff and serves as Executive Director of the SHSU Alumni Association, providing significant coordination of the activities of the Alumni Association Board of Directors. The AVP reports directly to the Vice President for University Advancement and works closely with the Alumni Association President to implement Alumni Association policies, procedures, and programs as determined by its board.

**Primary Responsibilities:** The Associate Vice President (AVP) is responsible for the Department of Alumni Relations, including: staff supervision; annual membership acquisition and retention; annual campaign to secure Life Members; budget preparation and oversight of alumni endowments; program and activity planning, scheduling and implementation; marketing and promotion of alumni programs; resource development, including sponsorship acquisition; Alumni Association operations; volunteer management; development and oversight of alumni affinity services; alumni communication and publications; geographic meetings and a network of alumni clubs; recognition programs; preparation for and staging of alumni homecoming and other major events; alumni and student alumni programs; and faculty and staff relations. In discharging these responsibilities, the AVP will work closely with the administration and faculty and will provide leadership and support for the Alumni Association Board of Directors. The AVP interacts frequently with significant governmental officials, prominent individuals, and major donors. The AVP frequently performs public speaking duties and implements a broad range of activities to strengthen the bond among alumni, engage alumni proactively with the University, and provide frequent communication that promotes the advancement of the university, including Alumni Association membership, philanthropic support, legislative advocacy, and student recruitment. Performs other related duties as assigned.

**Other Specifications:** Must exhibit a high level of professionalism and maturity, executive ability, and a keen understanding of protocol. The AVP must have strong interpersonal skills, together with exceptional verbal and written communication ability. The AVP must be able to work collaboratively and effectively within a complex organizational structure that encourages alumni leadership to participate in the development of programs that will support the mission and highest priorities of the University. The AVP must be able to forge effective relationships, both internally and externally. The responsibilities of the position require managing multiple projects and programs simultaneously and the ability to work frequent evenings and weekends, with travel.

This position may be designated as a Campus Security Authority (CSA).

**This is a classification description with the complete list of job duties being maintained at the departmental level. Other job duties necessary for the effective operation of the University are expected to be performed. Any qualifications to be considered as equivalents in lieu of stated minimums require the prior approval of Human Resources.**

**Sam Houston State University is an at will employer and drug free/smoke free workplace. This position is security-sensitive and thereby subject to the provisions of the Texas Education Code §51.215, which authorizes the employer to obtain criminal history record information. The pay grade range is inclusive of social security benefit replacement pay.**

**Sam Houston State University is Committed to Equal Opportunity in Employment and Education.**