



**Amherst College
Office of Human Resources**

JOB DESCRIPTION

Title: Director of Affinity Engagement

Department: Alumni and Parent Programs Reports to title: Executive Director of Alumni and Parent Programs

Full Time: Part Time: Date Prepared: 8/30/19

Job Group and Level: PT4

Pay Type: Weekly _____ Monthly Months Per Year: 12 Hours Per Week: 40

(Summer Months) Months Per Year: _____ Hours Per Week: _____

1. Summary of Position:

The Director of Affinity Engagement will lead the development of a consistent, coherent approach to affinity engagement. The Director will manage and implement alumni engagement efforts with affinity groups. Broadly defined, work with affinities brings together alumni with shared identities or experiences. This includes race/ethnicity and identity, academic major, career, and club or sport participation. The Director will work with collaborators in Advancement and many offices on campus that support affinities such as the Office of Diversity and Inclusion, Athletics, and the Loeb Center for Career Exploration and Planning. The Director will partner with colleagues on campus and in the Advancement team on communications about affinity efforts, deepening alumni engagement around existing affinity groups, and embedding philanthropic awareness in the work.

The Director supports the College's commitment to diversity, equity and inclusion. The Director advances the mission of Advancement, building community and creating connections among Amherst College alumni, with one another and with the College. The Director also takes appropriate actions to support a diverse workforce and participates in the College's efforts to create a respectful, inclusive, and welcoming work environment.

2. Principal Duties and Responsibilities:

50% Affinity engagement:

- Lead the development, planning, implementation and marketing of all affinity-based programs and events on and off campus.
- Identify affinity groups, the extent to which some are currently served through existing programs, and opportunities to maximize meaningful engagement with affinity groups and to connect alumni and students with shared identities and experiences.
- Develop priorities, strengthen existing opportunities, develop new opportunities, and communicate effectively internally and externally about affinity programs.
- Identify philanthropic opportunities; partner with the Amherst Fund and Leadership Giving to support philanthropic participation.

45% Volunteer Management and Communication

- Identify and cultivate potential alumni volunteers.
- Develop, manage and steward the Alumni of Color Council.
- Work with the Alumni of Color Council and the Executive Committee of the Society of Alumni to involve them in the ongoing work of affinity engagement.
- Develop a framework for volunteers that conveys expectations and strategy around affinity programs, and centers the College's mission.
- Manage affinity listservs and track related Facebook pages.

5% Perform other duties as assigned.

All employees are expected to participate in the College's efforts to create a respectful, inclusive, and welcoming work environment.

3. Internal-External Interaction/Communication:

Position requires regular internal communication/interaction with students, staff, faculty and administration, and regular external communication/interaction with alumni and vendors. Volunteers.

4. Education: (include certifications and licenses)

Required: Bachelor's degree

5. Experience: (List specific skills necessary to perform this job)

Required

- Minimum of 5 years of related experience
- Excellent written, verbal, and interpersonal communication skills
- Exceptional customer service, motivational, organizational, and time management skills
- Ability to take initiative, work independently and collaboratively
- Attention to detail
- Commitment to diversity, equity and inclusion
- Experience working with affinity groups
- Demonstrated leadership and decision making skills;
- Project management experience
- Occasional weekend and evening hours including occasional travel Commitment to Diversity and Inclusion

Preferred

- Higher Education and/or non-profit experience

6. Environmental and Physical Demands: (Please describe the work environment and unusual physical demands, i.e. lifting requirements.)

Office environment: sitting and standing; able to carry, push, pull and lift up to 15 pounds and very occasionally up to 20 pounds (e.g., materials for programs); repetitive motions including hands, fingers and wrists; visual – normal concentration.

7. Decision Making:

Displays a high level of critical thinking and analysis in bringing resolution to high impact, complex problems. Work requires prompt decisions when faced with complex and often contradictory alternatives. Some decisions are arrived through consultation with Executive Director of Alumni and Parent Programs or other colleagues, while most are made independently.

8. Supervision Exercised/Received:

Minimal supervision received from Executive Director of Alumni and Parent Programs

Supervisory Responsibility: Yes _____ No _____

Number of Employees Supervised: _____