

**JOB TITLE:** Alumni & Communications Director

**Department:** Alumni/Advancement

**Employment Category:** Full time

**Reports to:** Executive Director

**Date Revised:** August 2010

### **JOB STATEMENT**

The Alumni & Communications Director helps promote Missoula Catholic Schools to multiple MCS constituency groups. Through alumni relations, the Alumni Director helps coordinate events, reunions, publications, and acts as liaison between alumni and the school. Through the general public, the Communications Director produces positive promotion of MCS through press releases, marketing, newsletters, the Web site and other forms of communication.

### **MCS CONSTITUENCY GROUP RESPONSIBILITIES**

Leadership Role – Alumni, Press, Community, Prospective Students, Parents

Support Role – Donors, Volunteers, Catholic Entities

### **ESSENTIAL FUNCTIONS**

- Alumni
  - o Plan and implement the Alumni Shepherds program for personal solicitation and to help with reunion planning for specific years and for regional groups.
  - o Coordination and implementation of all alumni special events including but not limited to the Homecoming, Reunions, and Alumni social events.
  - o Coordinate with Fundraising Steering Committee to drive Alumni involvement in Fundraising efforts including volunteers, donors, and buyers.
  - o Attending and representing the Alumni Alumni/Development and communication efforts at Alumni Association Meetings and Foundation Board Meetings.
  - o Responsible for creation, editing and publication of the Foundation Newsletter.
  - o Responsible for Alumni e-Newsletter and Facebook management
- Communications & Marketing
  - o Monitoring and updating electronic communication, including the monthly e-letter and the alumni portion of the Web site.
  - o Coordinates communications, media relations and advertising to allow MCS to address various audiences with a unified voice in a standard format.
  - o Oversees public relations efforts by creating press releases and feature articles/news pieces for multi-media outlets while maintaining working relationships with all applicable media outlets.
  - o Ensures publications and communications support the mission and philosophy of MCS.
  - o Updates website for all alumni content.
  - o Performs miscellaneous duties to support the efforts of the LSHF and MCS as directed by the Executive Director and Principals.
  - o Coordinate with Principals and Controller to manage communication plan with current and prospective Parents.
  - o Coordinate with Principals on Catholic Week activities

### **JOB SPECIFICATIONS**

- Four-year college or university degree. Background in English or writing preferred.
- Proficient in technology utilized by the Alumni/Foundation Office.
- Ability to express ideas clearly in both written and oral communications.
- Ability to independently plan and organize multiple events / activities.
- Alumnus of MCS strongly preferred