

## POSITION DESCRIPTION

### Alumnae Community Relations Coordinator

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<b>POSITION</b>	Alumnae Community Relations Coordinator
<b>RESPONSIBLE TO</b>	Head of Development
<b>CLASSIFICATION</b>	Education Support Officer – Category C
<b>EMPLOYMENT TERMS</b>	<ul style="list-style-type: none"> <li>• Employment is in accordance with terms and conditions as outlined in the Victorian Catholic Education Multi-Employer Agreement (CEMEA 2022)</li> <li>• Remuneration is in accordance with the CEMEA 2022 and dependent on skills and experience</li> </ul>
<b>PREPARED BY</b>	Director of Development and Community Relations Human Resources Manager
<b>ISSUE: 01</b>	<b>DATE: October 2023</b>

All staff members of Siena College are expected to support and promote the College’s mission. Siena College, a Catholic secondary school in the Dominican tradition, engages young women in a challenging education that empowers them with the personal resources to make a difference in the world, by searching for truth through a culture of lifelong learning.

The College has a universal expectation for the protection of the young women in its care and is committed to ensuring that all staff promote the inherent dignity and fundamental right of students to be respected and nurtured in a safe school environment. This commitment is drawn from and inherent to the teaching and mission of Jesus Christ, with love, justice and the sanctity of each human person at the heart of the Gospel. The College has a zero tolerance of all forms of child abuse and actively works to listen to and empower students. The College has policies and processes in place to protect students from abuse and takes all allegations and concerns seriously, and responds in line with the organisation’s policies and procedures

The Alumnae Community Relations Coordinator has responsibility for fostering and maintaining enduring relationships between the School and its alumnae, and maintaining positive relationships with current and past families. Working closely with the Director of Business and Advancement and the Head of Development this role is integral in developing a strong connection between the College and its alumnae. The Alumnae Community Relations Coordinator collaborates with the Director of Business and Advancement in forwarding the alumnae pillar of the Development office, including relations with all our alumnae and the Siena College Alumnae Association. The incumbent will promote engagement activities that will enhance existing relationships and build new relationships with alumnae who have not remained connected with the School. This includes developing a digital engagement strategy aimed at reconnecting alumnae.



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## Alumnae Community Relations Coordinator

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### **Key Contacts:**

Principal

Director of Business and Advancement

Head of Development

Siena College Alumnae Association (Committee and volunteers)

Archivist

Events Coordinator

Teaching staff

### **Key Selection Criteria:**

- Demonstrated organisational skills, including the ability to manage, prioritise tasks and meet deadlines with minimal supervision.
- Understands the importance of commitment to a customer service.
- Excellent interpersonal and communication skills, with demonstrated ability to build rapport and develop engagement opportunities.
- Be able to interact positively with alumnae as well as all members of the College community.
- Proven collaborative skills and understanding the need to implement a strategy as part of the College's overall vision.
- Excellent verbal and written communication skills.
- Strong IT skills in the Microsoft Office Package and social media platforms.
- Experience in Synergetic, and alumnae platforms would be advantageous. Ability to perform data entry, database administration, queries and reports.
- Ability to adapt and be flexible in the performance of duties.

### **1. Alumnae Relations:**

- Act as the primary point of contact for all Siena College alumnae
- Implement a friend-raising and outreach program with the College's alumnae and associated communities in order to build and sustain a positive and lifelong relationship with the College
- In consultation the Head of Development, plan and organise functions (including reunions, Community functions and alumnae events) designed to expand and strengthen the College's Alumnae networks
- Develop relationships with our alumnae so they want to remain connected with our College, including the identification of speakers for assemblies and engagement events
- Create and foster a feeling of family and community with our alumnae
- Engage and create connections with current Year 12 students and maintain this engagement after graduation from the College
- Provide the Principal with notification of significant birthdays, births and passing of alumnae to facilitate appropriate correspondence



# POSITION DESCRIPTION

## Alumnae Community Relations Coordinator

---

- Promote the alumnae to current students providing mentoring and other engagement opportunities
- Maintain regular communication with alumnae via direct contact, email blasts, social media, alumnae web pages, and print publications
- Educate graduating students about alumnae and engage them in programs

### 1. Community Relations

- a. Identify parents and other community members with specific skills which could be used by the school.
- b. Establish and maintain a parent skills
- c. Coordinate SPA and Alumnae Association events and activities
- d. Coordinate the community/social aspect of events
- e. Support affiliate groups with event organisation
- f. Liaise with caterers and Events Coordinator

### 2. Fundraising and research

- a. Work with Director of Business and Advancement regarding ongoing solicitation of donations
- b. Prepare profiles on request on alumnae as needed by the Director of Business and Advancement
- c. Engage and create networking opportunities with Siena College Alumnae

### 3. Plan, Budget and Reporting

- a. In collaboration with Director of Business and Advancement assist in the development of the annual alumnae engagement plan and budget
- b. Produce regular updates on current projects
- c. Attend all Development Staff meetings and all Staff meetings
- d. Attend all major College events, where required

### 4. Database

- a. Act as the key user for past student data on Synergetic
- b. Recording essential information on past students and filing/scanning articles gathered to verify the data
- c. Develop collateral and methods for alumnae to update their records, with a manual and online capacity
- d. Coordinate digital contact programs for all alumnae to update records
- e. Capture address, telephone, email, career/industry, family relationships
- f. Update database with alumnae qualifications and occupations



## POSITION DESCRIPTION

### Alumnae Community Relations Coordinator

---

- g. Respond to telephone, email and personal contacts from alumnae
- h. Regular preparation of alumnae mailing lists for the Siena Spirit Magazine
- i. Liaise with Head of Admissions to ensure all current and future student alumnae connections are captured

#### **5. Siena Reunions**

- a. Manage, promote and co-ordinate the official College reunions
- b. Source reunion organisers for each reunion and create up to date class lists for reunion organisers; issue invitations and manage RSVPs
- c. Coordinate biennial (every 2 years) Generational Morning Tea
- d. Together with the Director of Business and Advancement identify and coordinate the Parent Alumnae Group

#### **6. Website, Social Media and Publications**

- a. Be responsible for and provide edited content regarding alumni and community groups for website, social media, School newsletter to create and maintain engagement
- b. Manage, enhance, promote and maintain content on the College website and alumnae platform ensuring information is regularly updated as required.
- c. Increase the alumnae membership on the alumnae platform, actively promoting the app
- d. Develop with the Head of Development, Archivist an alumnae social media strategy including timeline and protocols
- e. Source content for the Alumnae Facebook page and the Alumnae networking platform Siena Global Connect
- f. Prepare a monthly report on alumnae platforms and alumnae relations for the Director of Business and Advancement
- g. Ensure emails and broadcasts are sent to alumnae in a timely fashion
- h. Update alumnae profiles with qualifications from LinkedIn
- i. Monitor LinkedIn invitations and respond accordingly
- j. Source material for inclusion in the Spirit magazine
- k. Ensure the Spirit magazine is distributed to alumnae
- l. Prepare the alumnae report for the Yearbook
- m. Assist in final preparation and proof reading of all College and Development publications

#### **7. Siena College Alumnae Association**

- a. Attend all Alumnae Association Meetings with Director of Business and Advancement as ex officio



## POSITION DESCRIPTION

### Alumnae Community Relations Coordinator

---

- b. Provide administrative support for the Siena College Alumnae Association
- c. Work closely with the Executive of the Association
- d. Assist with Association events
- e. Assist in engaging and developing alumnae business networks, e.g. mentoring work experience programs

#### **8. Recognition**

- a. Develop and maintain an active shortlist of nominees for consideration for induction for the Notable Alumnae in consultation with Director of Business and Advancement and the Principal
- b. Ensure achievements of alumnae and other story opportunities are promoted to the College and wider community through website, social media and print
- c. Report, capture and maintain accurate lists on births, marriages and deaths for the College Community and alumnae.
- d. Record this information on Synergetic
- e. Coordinate the mailing of cards and/or gifts.
- f. Provide accurate data on community deaths for the annual memorial mass
- g. Host alumnae visits and requests for tours

#### **9. Archives**

- a. Work closely with the College Archivist to ensure archival displays are in place for major events e.g. Open Day and all major reunions
- b. Work in tandem with the College Archivist and other key staff to maintain alumnae profiles and stories
- c. Coordinate requests and donations of memorabilia

#### **10. General accountabilities for all Staff**

- a. Demonstrate duty of care to students in relation to their wellbeing
- b. Be well informed and comply with the College's obligations in relation to Child Safe Standards and processes for reporting suspected abuse
- c. Adhere to the College's professional dress code for staff
- d. Attend all relevant staff meetings, assemblies, College masses, community days and staff professional learning days
- e. Demonstrate professional and collegial relationships with colleagues
- f. Commit to and actively support the College's agenda for continuous improvement through participation in school improvement planning as required
- g. Demonstrate alignment and support for the Catholic and Dominican ethos of the College
- h. Support the Mission, Vision and Values of the College as articulated in the Strategic Plan



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### Alumnae Community Relations Coordinator

---

- i. Be familiar with and comply with all College policies and procedures
- j. Other duties as requested by the Principal and the Director of Business and Advancement

#### **11. Professional Development and Memberships**

- a. Undertake professional development as required as directed by Director of Business and Advancement
- b. Attend meetings of Educate Plus Alumnae Special Interest Group

#### **12. Personal Requirements/Competencies**

- a. Be a competent Synergetic Database user
- b. Be a competent user of all alumnae platforms
- c. Strong attention to detail particularly around grammar and sentence structure with outstanding proof reading and editing skills
- d. Adaptable and flexible worth ethic with a good understanding of the complex and evolving nature of schools
- e. Excellent IT skills including data analysis and proficient use of Microsoft office suite and it's applications