

JOB DESCRIPTION:	Alumni Affairs Coordinator		
DEPARTMENT:	WNMU Foundation & Alumni Affairs		
REPORT TO:	Director of Development and Alumni Relations		
EEO CLASSIFICATION:	Professional	FLSA STATUS:	Exempt
CUPA HR	437160	DATE APPROVED:	11-JUN-2025
CLASSIFICATION:		DATE MODIFIED:	26-MAY-2026

SUMMARY: Works closely with the Director of Development and Alumni Relations to implement and manage alumni engagement strategies that strengthen lifelong relationships between alumni and Western New Mexico University. Is a member of the Advancement team to help build an understanding between Alumni stewardship and development. Serves as a liaison to alumni, volunteers, campus partners, and the Alumni Association Executive Board. Oversees alumni communications, event logistics, volunteer coordination, and the integrity and strategic use of alumni data while managing multiple initiatives in alignment with institutional priorities.

DUTIES:

1. Plans, implements, and evaluates alumni programs, events, reunions, networking opportunities, and engagement initiatives aligned with strategic goals.
2. Coordinates the production of the bi-annual alumni magazine, including content development, writing, interviews, editing, design collaboration, vendor communication, print procurement, and distribution to ensure a polished publication that advances the mission and visibility of the University.
3. Develops and executes communication strategies including newsletters, email campaigns, post-graduate outreach, and digital engagement efforts to strengthen alumni connectivity.
4. Leads transition initiatives for graduating students into the alumni community, including commencement-related engagement and follow-up communication.
5. Serves as liaison and ex officio member to the Alumni Association Executive Board, supporting Alumni Association committees, tracking progress toward goals, and ensuring effective collaboration among members.
6. Recruits, trains, and coordinates alumni volunteers and mentors to expand engagement and support opportunities for current and past students.
7. Works closely with Foundation staff to identify and cultivate accurate and comprehensive alumni records, including researching and documenting achievements, class notes, obituaries, giving capacity, and identifying data trends or discrepancies.
8. Ensures consistent alumni messaging and brand alignment across all communications and outreach efforts.
9. Develops and maintains standard operating procedures, manages multiple concurrent projects, and adapts to changing alumni environments and needs.
10. Performs other duties as assigned.

REQUIREMENTS:

1. **Education /Background:** Bachelor's degree required in public relations, communications, marketing, or related field. Experience may qualify for education in certain circumstances. Fluent knowledge of Microsoft Office Suite required. Working knowledge of Adobe Creative Suite, Canva, or similar software preferred. Bilingual (Spanish) preferred.
2. **Job Knowledge:** Must be knowledgeable of University policies and procedures. Must demonstrate

ability to prioritize and manage multiple projects independently while meeting deadlines. Strong planning, organizational, and strategic thinking skills. Ability to maintain confidentiality and exercise sound judgment. Experience with alumni engagement, communications, event coordination, and database management preferred.

3. **Working Conditions/Physical Demands** (With or Without Accommodations): Normal office environment, may travel some within the community when needed. May be required to transport normal office equipment and materials. Ability to comprehend and work with a variety of information from various sources. Able to clearly communicate with a diverse population of individuals. Ability to compose correspondence and reports and remain in a sedentary position for prolonged periods of time. May be required to work additional hours or days depending on circumstances.
4. **Other requirements:**
 - a. Requires a valid driver's license.
 - b. Required to complete Defensive Driving Course within 6 months. (If applicable to the role)

This job description is not an exhaustive list of all responsibilities, skills, duties, requirements, effort, and/or working conditions associated with the position. Management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change. In addition, this job description is not intended to create a contract of employment between the employee and Western New Mexico University, nor shall it be regarded as a promise to provide specific terms or conditions of employment.

I have read, understand and accept a copy of this job description.

Employee Signature

Date

Employee Name (Printed)