

Organizational Overview

Founded in 1875, the University of Maine Alumni Association is an independent 501c3 nonprofit organization dedicated to advancing the best interests of the University of Maine and its former, current, and future students. We do so by encouraging relationships and mobilizing resources in ways that enhance the value of a UMaine degree. Our efforts focus on providing information, programs, and events that serve our members' personal and career interests and advocating for policies and assets that strengthen UMaine's quality, reputation, and appeal.

The Alumni Association serves as the independent voice and representative of all individuals who have experienced a University of Maine education. There are currently more than 110,000 UMaine alumni living in all 50 states and 112 countries

The Association's mission is pursued through three broad areas of emphasis:

1. providing information, programs, networking opportunities and events that engage the Association's members and serve their personal and career interests.
2. providing input and advocating for policies and resources that strengthen the quality, affordability, value, and reputation of a University of Maine education; and
3. cultivating affinity for the University of Maine among the Association's members and friends by fostering a culture and practice of personal involvement, volunteerism, and philanthropy.

Position Overview

The Communications Associate is responsible for building and sustaining relationships with key stakeholders through communication strategies and tactics, stewardship, programming, and creative initiatives. The CA helps develop, execute, and market programming, events, member engagement initiatives, and relationships with the Association's partners and sponsors. The CA works closely with all members of the Association's staff to advance the organization's mission and strategic priorities.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Serves as a member of the Association's communications team, collaborating with the Director of Alumni Communications, Managing Editor of Alumni Communications, and the Association President/CEO to plan, create, design, and edit print and digital content for MAINE Alumni Magazine, Bear Tracks newsletter, social media, and umainealumni.com.
2. Works with the Director of Alumni Communications and Director of Alumni Programs to create and manage content used for print and digital marketing and event purposes.

3. Works closely with the Director of Alumni Communications to strategize and implement digital media plans.
4. Works with the Operations Manager and others to support member and donor stewardship, and similar administrative activities.
5. Works with Director of Alumni Communications to plan, develop, and execute the Association's annual Tuition Raffle, through digital and print communications.
6. Provides creative, strategic, technical, and/or administrative support related to the Association's staff and the Association's major programs and revenue-raising initiatives.

SECONDARY DUTIES:

1. Periodically represents the Association at meetings and events on and off campus.
2. Conducts research related to best practices in alumni marketing, engagement, and programming
3. Performs other duties as assigned.

QUALIFICATIONS:

Preference will be given to candidates that meet or exceed the following criteria.

1. A bachelor's degree from an accredited institution, or equivalent experience.
2. At least one year professional experience in working with common software and hardware used in print and digital design and project management, including:
 - a. Adobe Creative Suite (particularly InDesign)
 - b. iModules and/or Salesforce CRM
 - c. Wordpress
 - d. Social media (Facebook, Instagram, Twitter, LinkedIn)
3. Excellent oral, written, and interpersonal communication skills.
4. Sound, prudent, and consistent judgment in decision-making.
5. Valid driver's license

PHYSICAL DEMANDS:

1. Due to the nature of the position, the CA is expected to occasionally travel by ground or air transportation in order to lead or participate in programs and events.
2. Duties will occasionally require physical activity to set up or dismantle light equipment, furnishing, and displays.

Job Type

Full time, salaried

Pay Range

\$42,000 to \$46,000 annually, plus benefits

Benefits

Medical

Dental

Pre-tax medical and dependent care flexible spending plans

403b retirement with match

Paid vacation, holidays, and sick time

Continuing education assistance

Hybrid work environment

Interested candidates should submit a resume and cover letter via email at alumni@maine.edu.

A review of submissions will begin immediately, but will be accepted through September 2, 2022.