Skill Category: Professional  
Position (Employee) Class: 3N008 (E1)  
Grade: 13  
Date: 10/2014  

Department: Alumni Relations  

Educational & Experience Requirement: Bachelor's Degree in public relations, marketing, advertising, or a related field. Two years special event, sponsorship fundraising, marketing, or related experience. Knowledge of university alumni relations and database management is preferred. Knowledge of Sam Houston State University (SHSU) would be helpful. A combination of education, experience, and training that would produce the required knowledge and abilities could be considered.  

Nature & Purpose of Position: Manages event planning and sponsorship acquisition activities. Arranges, manages, and implements logistical details for Sam Houston State University (SHSU) alumni events. Identifies event funding opportunities and secures needed financial commitments for funding of major events.  

Supervision Given & Received: Works under general direction and provides some direct instructions to one or more staff members and student employees.  

Primary Responsibilities: Manages, and implements logistical details for SHSU alumni events. Identifies, cultivates, solicits, and stewards alumni and donors, specifically related to raising funds to support events. Secures needed financial commitments for funding of major events. Manages and plans logistical details for all events; such as selecting all site locations, vendors, and event needs. Manages accurate databases of event sponsors and attendees for alumni relations and development office use. Creates sponsor benefits tailored for levels of support for each alumni event. Communicates regularly with the Director of Alumni Relations, as well as the volunteer event Chairs and Co-chairs during the planning process. Works closely with the University Development Office to identify potential alumni event sponsor prospects and devise strategies to engage these individuals/groups. Follows up and maintains regular communication with sponsors and other event supporters, alumni, and donors to engage them more closely with the Alumni Association and University. Maintains effective dialogue and ongoing stewardship with event stakeholders, thus continually strengthening these key relationships. Identifies, recruits, manages, and motivates event volunteers. Provides support to appropriate alumni board committees as assigned by the Director of Alumni Relations. Attends special events and other University related events as needed. Performs other related duties as assigned.  

Other Specifications: Contact with other university departments, personnel, and outside agencies and individuals is required. Some after hours and weekend work required. Careful focus and attention will be dedicated to managing relationships with key alumni and donors. Must have excellent interpersonal communication and phone skills, demonstrated organizational ability, and a focus on details and quality control. Must be able to anticipate project needs, discern work priorities, and meet deadlines with little supervision, and be willing to work frequent evenings and weekends and to occasionally travel. Must be a take charge professional with the ability to plan and manage logistics and multiple projects in support of the Office of Alumni Relations in a fast paced environment. Must work well with people and establish good rapport with alumni leaders and university donors. In addition, this individual must be able to forge effective relationships within the division and across the campus.  

This is a classification description with the complete list of job duties being maintained at the departmental level. Other job duties necessary for the effective operation of the University are expected to be performed. Any qualifications to be considered as equivalents in lieu of stated minimums require the prior approval of Human Resources.  

Sam Houston State University is an at will employer and drug free/smoke free workplace. This position is security-sensitive and thereby subject to the provisions of the Texas Education Code §51.215, which authorizes the employer to obtain criminal history record information. The pay grade range is inclusive of social security benefit replacement pay.  

Sam Houston State University is Committed to Equal Opportunity in Employment and Education.