



**University of California, Irvine
Alumni Association**

Director of Business Development

A top public university, UCI has become internationally recognized for improving lives through research and discovery, fostering excellence in scholarship and teaching, and engaging and enriching the community. With efforts currently underway to prepare for UCI's next multi-billion dollar campaign, the university seeks to strengthen contributions in research, education, and service; accelerate the university's place among globally preeminent research universities; and bring together passions, skills, and creativity to further improve people's lives.

Job Summary:

Under minimal supervision from the Executive Director - Alumni Relations, the Director of Business Development is responsible for the growth and expansion of revenue streams for the UCI Alumni Association/Alumni Relations. Develops new and cultivates current corporate and affinity sponsorships as well as program and event sponsorships. Manages and evaluates membership programs, utilizing key performance indicators. Coordinates travel programs. Establishes and maintains effective partnerships with on-campus stakeholders and the surrounding community. Strives to achieve the UCI Alumni Association's strategic and financial goals.

Salary: Annual \$59,623.00 - \$65,000.00

Total Hours: 8-5, M-F

Career Position

Job Requirements:

NEW CORPORATE AND AFFINITY SPONSORSHIPS (30%)

Identify, prioritize and implement new or expanded opportunities for revenue generation. Research, contact, steward and develop positive relationships for subsequent solicitation with potential corporate sponsors, business partners, royalty generators and advertisers for the UCI Alumni Association.

Develop and execute associated business plans to include cross promotion of sponsorships, advertising activities, and recognition for new UCI Alumni Association vendors and business partners. Ensure consistent messaging, benefit and brand awareness across all communications.

Negotiate and implement contractual agreements with affinity, corporate and campus partners such as banks, insurance providers, travel firms, online resource providers and campus units.

Create marketing strategies for affinity programs, applying forward thinking marketing techniques and strategies encompassing advertising, direct mail, social media and electronic promotions using new technologies.

Maximize use of UCI Alumni Association, Newkirk Alumni Center, UC Irvine and community events to engage directly with alumni, students, campus partners, and other constituent groups, to promote awareness of and participation in alumni association revenue-generating programs, and to generate new potential business opportunities.

Review and approve all materials and database requests associated with contractual agreements.

PROGRAM AND EVENT SPONSORSHIPS (25%)

Develop and implement comprehensive sponsorship acquisition strategies for association programs and events

Identify, develop, promote and capitalize on cross-marketing opportunities with other campus departments and outside entities as they provide fiscal benefit, negotiating arrangements which have the highest potential return and provide the greatest advantage to the members and alumni.

Generate sponsorships for annual alumni association events including Homecoming, Lauds & Laurels and Care-a-thon.

Generate sponsorship support for UCI Alumni Association scholarship programs.

MEMBERSHIP PROGRAM MANAGEMENT (25%)

Manage and evaluate membership programs to meet the Association's revenue goals. Ensure adequate cash flow and progress to overall goals is maintained at optimal levels to sustain budgetary needs.

Clearly articulate the overall mission, objectives and priorities for the membership program consistent with current

association and university strategies. Analyze metrics to evaluate membership acquisition, renewal and retention programs.

Work with all staff to ensure integration of membership marketing in all aspects of alumni association programming. Train and update staff on membership program benefits and privileges.

Accountable for acquisition campaigns and alumni giving initiatives designed to generate more than \$200,000 annually and achieve projected growth objectives.

Track and evaluate program effectiveness, analyze participation and relative success of programs and make recommendations for improvement.

Stay informed regarding industry trends in membership and benefits to aid in membership program strategy.

Develop and manage benefits for association members and alumni, maintaining a desirable package of services, discounts and premiums to promote and increase member retention. Evaluate existing member benefits programs to determine their potential to generate acceptable financial returns, and their compatibility with existing initiatives and promotions. Work with campus partners to maximize opportunities.

Oversee the production and distribution of all membership program materials and collateral including renewals, new member campaigns, incentives, premiums and fulfillment packages.

Supervise Alumni Relations Coordinator, whose primary duties are executing day to day membership program activities.

PARTNERSHIP MANAGEMENT AND TRAVEL (20%)

Manage, market and execute all travel programs with multiple providers including Contiki, AHI and Classic Escapes.

Establish and maintain effective partnerships with departments on campus including the Career Center, University Extension, Athletics, Human Resources and University Advancement, in addition to partners at other UC campuses.

Serve on related Alumni Association or University committees as assigned.

Perform other duties as assigned by the Executive Director.

SKILLS, KNOWLEDGE AND ABILITIES:

Required:

- Typically a bachelor's degree in Journalism, Communications, Public Relations, English, Marketing or related field and minimum of three years professional writing experience; or equivalent combination of education/experience.
- Demonstrated experience in conducting research and interviews.
Ability to approach a wide range of projects strategically and creatively, with an eye for detail as well as careful attention to messaging and quality of writing.
- Ability to work well with people and use skill and sensitivity in internal and external relations, especially in working with volunteers and students.
- Ability to be a self-starter and demonstrate initiative as well as good judgment in determining when additional guidance is needed.
- Ability to organize tasks and meet deadlines in a position that requires attention to multiple projects, and to work quickly and effectively on deadline projects in a busy office environment with frequent interruptions.
- Demonstrated skill in translating complex topics into clear, lively and straightforward prose.
General knowledge and competent skills to perform basic accounting procedures; ability to keep accurate records of expenditures and income.
- Effective interpersonal skills to maintain diplomacy in difficult situations, maintain confidentiality and conduct self in a professional manner.
- Effective interpersonal skills to communicate collaboratively, perform as a team player, and provide excellent customer service.
- Bachelor's degree from accredited college; or equivalent combination of education/experience.
- Experience using or general knowledge of page layout and Web design software that may include: Quark, InDesign, Illustrator, Photoshop, Dreamweaver, FrontPage or GoLive.
- Working knowledge of University of California Policies and Procedures.

The University of California, Irvine is an Equal Opportunity/Affirmative Action Employer advancing inclusive excellence. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, protected veteran status, or other protected categories covered by the [UC nondiscrimination policy](#).