

CLARK ATLANTA UNIVERSITY

Job Description

Position Title:	Manager of Reunion and Class Engagement
Department:	Alumni Relations and Engagement
Reports To:	Vice President and Chief Alumni Engagement Officer

The following statements are intended to describe the general nature and level of work to be performed and are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All duties listed are essential functions for the position. It is understood that other related duties may be assigned.

General Function/Description:

Reporting to the Vice President and Chief Alumni Engagement Officer, the Manager of Reunion and Class Engagement is responsible for the development, coordination, and execution of comprehensive alumni class engagement and reunion programs designed to strengthen alumni participation, deepen alumni connection to the University, foster a culture of lifelong engagement, and increase philanthropic support.

The Manager serves as the primary liaison to reunion classes, class agents, reunion committees, and alumni volunteers, providing strategic guidance and hands-on support to ensure successful reunion planning, outreach, communications, participation, and class giving efforts. The position plays a critical role in cultivating meaningful relationships with alumni through personalized engagement strategies that support both institutional affinity and philanthropic outcomes.

This role requires a highly relational and service-oriented approach, including extensive alumni outreach, volunteer management, attendance at reunion committee meetings, research and maintenance of alumni contact information, and individualized assistance to alumni navigating registration, event participation, and giving processes. Attention will be given to engaging milestone reunion classes and creating opportunities to establish a strong culture of alumni participation and philanthropy among younger graduates through Reunion Weekend, Homecoming, and other signature university programs.

The Manager collaborates with colleagues across Institutional Advancement and campus departments to support alumni programming, volunteer engagement initiatives, class giving activities, and university-wide events. The position contributes to the overall alumni engagement strategy by helping to create meaningful experiences that strengthen alumni pride, volunteerism, participation, and philanthropic support.

Examples of Duties and Responsibilities:

- Develop and implement comprehensive class and reunion engagement strategies that increase alumni participation, volunteer involvement, and philanthropic support.
- Serve as the primary staff liaison for reunion classes and class committees, providing ongoing guidance, structure, communication, and administrative support.
- Attend and facilitate reunion committee meetings and planning sessions to support volunteer coordination, goal setting, outreach strategies, and event preparation.
- Conduct proactive alumni outreach efforts, including researching and updating alumni contact information, reconnecting lost alumni, and strengthening alumni participation across class years.
- Provide individualized assistance to alumni regarding reunion registration, event participation, payment processing, and related alumni engagement activities, particularly for senior alumni populations requiring additional support.
- Assist in the planning and execution of Reunion Weekend, Homecoming, Founders Day and other alumni engagement activities and university events.

- In conjunction with the Director of Annual Giving, design and execute reunion and annual class giving campaigns that drive participation and increased individual philanthropic support.
- Lead and manage the execution of reunion year peer-to-peer, and class fundraising initiatives to ensure successful solicitations to meet ambitious participation and revenue goals.
- Develop reunion communications, engagement materials, volunteer resources, and outreach strategies aligned with departmental goals and university messaging.
- Develop and produce Reunion keepsake memory book for 50th and milestone anniversary class years
- Maintain accurate alumni and volunteer records utilizing university database systems (RE).
- Analyze reunion participation, engagement, and fundraising metrics to assess program effectiveness and identify opportunities for growth and improvement.
- Coordinate logistical arrangements for reunion-related programs and events, including event registration support, vendor coordination, venue logistics, and on-site event management.
- Work collaboratively with university administrators, faculty, staff, students, vendors, and alumni to support alumni relations initiatives and strengthen institutional partnerships.
- Support additional Alumni Relations and Engagement initiatives and special projects as assigned.

Knowledge, Skills and Abilities:

- Strong interpersonal and relationship-building skills with the ability to engage diverse alumni constituencies effectively.
- Knowledge of alumni engagement principles, volunteer management and event planning.
- Ability to organize, prioritize, and manage multiple projects simultaneously while meeting deadlines in a fast-paced environment.
- Demonstrated ability to work collaboratively across departments and independently with professionalism, initiative, and sound judgment.
- Strong written, verbal, and presentation communication skills.
- Ability to provide exceptional customer service and individualized support to alumni and volunteers.
- Strong analytical and organizational skills with attention to detail and accuracy.
- Proficiency in Microsoft Office Suite and Raiser's Edge NXT preferred.
- Ability to navigate institutional processes and contribute to a collaborative, service-focused team culture.
- Willingness to work evenings and weekends as required for alumni programs and university events.

Minimum Hiring Standards:

Education	Minimum Bachelor’s Degree
Years of Experience	Three to five years of experience in Alumni Relations, Development, Advancement Services, Event Management, Public Relations, Higher Education Administration or related field.
Years of Management/Supervisor Experience	One year preferred