<table>
<thead>
<tr>
<th>Job Level</th>
<th>Manager 1</th>
<th>Manager 2</th>
<th>Manager 3</th>
<th>Manager 4</th>
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</thead>
<tbody>
<tr>
<td>Job Title</td>
<td>Alumni and External Relations Mgr 1</td>
<td>Alumni and External Relations Mgr 2</td>
<td>Alumni and External Relations Mgr 3</td>
<td>Alumni and External Relations Mgr 4</td>
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<td>Job Code</td>
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<td>A0091</td>
<td>A0092</td>
<td>A1916</td>
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<td>MSP</td>
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<td>FLSA</td>
<td>Exempt</td>
<td>Exempt</td>
<td>Exempt</td>
<td>Exempt</td>
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**Generic Scope**

Spends the majority of time (50% or more) achieving organizational objectives through the coordinated achievements of subordinate staff. Establishes departmental goals and objectives, identifies and develops strategies for meeting goals, objectives, plans, and strategies. Manages programs, outreach events, and programs for alumni as well as other key constituencies. Determines objectives, directs programs, develops strategies, and policies, manages human, financial, and physical resources, and functions with a high degree of autonomy. Actively assesses risk to identify, establish and implement strategies and procedures to protect organizational assets. Determines strategies for a program with organization-wide impact. Oversees through subordinate managers a large department or multiple smaller units, OR manages a highly specialized technical function / team. Has significant responsibility to achieve broadly stated goals through subordinate managers. Determines objectives, directs programs, develops strategies, and policies, manages human, financial, and physical resources, and functions with a high degree of autonomy. Actively assesses risk to identify, establish and implement strategies and procedures to protect organizational assets. Oversees through subordinate managers one or more large, complex departments or business units with multiple functional disciplines / occupations, OR manages a program, regardless of size, that has critical impact upon the organization as a whole, such as most or all of a campus, medical center, UCOP or the UC System. Has significant responsibility for formulating and administering policies and programs, manages significant human, financial, and physical resources, and works with a very high degree of autonomy. Oversees through subordinate managers the accountability and stewardship of department resources and the development of systems and procedures to protect organizational assets. Directs through subordinate managers multiple large and complex critical programs impacting broad constituencies across major portions of the organization. Identifies objectives, manages very significant human, financial, and physical resources, and functions with an extremely high degree of autonomy. Accountable for formulating and administering policies and programs for major functions. Operational or program results can affect overall organization-wide performance and reputation. Directs through subordinate managers the development of strategic goals and objectives to achieve accountability and stewardship of university resources in a manner consistent with systemwide objectives and initiatives.

**Custom Scope**

Guides, directs, manages unit(s) charged with identifying, building, nurturing and maintaining effective relationships with alumni and other key constituencies and serves as a primary or principal advocate for the institution to its various publics. Receives assignments in the form of objectives and determines how to use resources to meet schedules and goals. Establishes objectives and work plans, and delegates assignments to subordinate managers of sub units within department. Sets strategic direction and oversees unit’s communications program, outreach events and programs for alumni and other key constituencies. Develops marketing goals, objectives, plans, and strategies. Serves as media spokesperson for unit and provides strategic communications advice to senior management. Leads, directs, manages department(s) charged with building, maintaining and expanding positive relationships that inform, improve and enhance public understanding and appreciation of the many societal contributions made by the campus and / or medical center. May serve as the principal campus or medical center spokesperson with the public at the most senior levels of state and federal government, highest level donors, alumni and other prominent constituencies. As the campus and / or medical center’s key external relations leader, coordinates outreach to alumni and other constituents. Creates outreach by designing comprehensive strategic plans to ensure optimal support from a variety of constituents. Manages programs that connect students, faculty and staff with alumni connections and support. Provides high-level oversight and support to individualized programs and activities throughout campus and / or medical center. Provides advice / counsel to senior management including the Chancellor, Vice Chancellors, deans, directors, faculty, trustees and volunteers on all aspects of external outreach, not associated with actual fundraising. Working with campus and / or medical center leadership, participates in creating...
<table>
<thead>
<tr>
<th>Key Resp 01</th>
<th>Guides, directs, and manages unit(s) charged with identifying, building, nurturing and maintaining effective relationships with alumni and other key constituencies.</th>
<th>Designs and oversees programs to reach, serve, and engage alumni and other key constituents, using vehicles such as publications, electronic communications, events, programs, and services.</th>
<th>Leads, directs, manages department(s) charged with building, maintaining and expanding positive relationships that inform, improve and enhance public understanding and appreciation of the many societal contributions of the campus and / or medical center.</th>
<th>Serves as the primary lead in developing and advancing programs and services and to build relationships and awareness of programs that support and highlights the many contributions of the campus and medical center.</th>
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<tr>
<td>Key Resp 02</td>
<td>Plans, develops and implements alumni programs including regional programs, class activities and reunions.</td>
<td>Plans, develops and implements a wide variety of alumni programs including local and regional programs, class activities and reunions. Maintains liaisons with and provides support services to national alumni groups. Maintains a liaison with key alumni leaders.</td>
<td>Directs and manages all local, regional and national alumni relations programs, including annual Council meetings, nominations and awards programs, executive committee meetings, membership, etc. Maintains liaison with key alumni leaders at all levels.</td>
<td>Provides high level oversight regarding all alumni outreach efforts for the campus and / or medical center, including creating and develops short- and long-term strategic planning for development activities; creates strategies linking opportunities / needs in schools, colleges, departments, divisions, medical center and campus programs with alumni and constituent interests, and ensures an organized, inclusive and decentralized approach while maintaining consistent and integrated public message(s).</td>
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<tr>
<td>Key Resp 03</td>
<td>Builds / maintains excellent working relationships with key internal and external partners, typically at the highest level, including arranging meetings, events, campus or medical center visits or other opportunities to showcase the institution and serving as a strong advocate for institutional goals and objectives.</td>
<td>Selects, trains, manages, guides, directs, evaluates professional communications and alumni / external relations staff, including taking corrective action as necessary.</td>
<td>May serve as the principal campus or medical center spokesperson with the public at the most senior levels of state and federal government, highest level donors, and other prominent alumni / key constituencies.</td>
<td>Leads, directs, and manages multiple large complex alumni and external outreach programs for the campus and serves as the primary spokesperson in contacts with key constituents.</td>
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<tr>
<td>Key Resp 04</td>
<td>Works closely with senior campus or medical center administration and other relevant contacts to develop and implement effective strategic plans that promote, advocate for and highlight achievements, activities and programs of the campus and / or medical center.</td>
<td>Develops and oversees marketing and communications budget, calendar, resources and vendors.</td>
<td>Creates, develops and implements short- and long-range strategic planning to ensure optimum participation and support from external resources in support of campus and / or medical center priorities and initiatives.</td>
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<tr>
<td>Key Resp 05</td>
<td>Selects, trains, leads, directs, and motivates staff, taking corrective action as necessary.</td>
<td>Creates, develops, and implements strategic, integrated marketing and communications programs to ensure optimum participation and support from alumni and other key constituents in support of unit priorities and initiatives.</td>
<td>Consults with and advises the Chancellor, medical center CEO and other senior leadership regarding the most effective strategy for dealing with specific constituencies and for developing and implementing comprehensive outreach strategies.</td>
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<td>Key Resp 06</td>
<td>Provides comprehensive budget administration.</td>
<td>Sets editorial direction for all communications for unit.</td>
<td>Represents senior leadership with all levels of external constituencies concerning campus and /</td>
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</table>
### Job Family
External Affairs

### Job Function
Alumni and External Relations

### Category
Supervisory & Management

### Job Summary
Involves activities associated with reaching, serving, and engaging alumni and other key constituencies through programs, events, products, and services not primarily related to fundraising. Constituencies include alumni, local community, government, parents, students, as well as the general public. Translates constituent needs and priorities into customized programs to create, enhance, and sustain relationships with external constituencies.

### Key Resp 07
Consults with and advises senior management on effective strategies for dealing with specific constituencies and for handling highly complex or sensitive subject matter or information. Provides comprehensive staff management, including selection, training, evaluation and, as required, taking corrective action. Selects, trains, mentors, guides, directs and evaluates staff, and, as required, takes corrective action.

### Key Resp 08
Accountable for achieving marketing and communications results against defined objectives. Obtains advice and input from external constituencies regarding issues impacting the campus and / or medical center. Provides expert counsel and advice on impact to the University of alumni and external relations issues to the Vice Chancellor, Chancellor, deans, directors, etc.

### Key Resp 09
Cultivates and maintains effective working relationships with faculty, senior administration, and other personnel. Oversees outreach programs and strategies related to community relations matters with the objective of establishing / maintaining a level of visibility and credibility with various constituents that will turn into tangible support for the campus and / or medical center. Develops and oversees multiple outreach programs and strategies related to community relations matters with the objective of establishing / maintaining a level of visibility and credibility with various constituents that will turn into tangible support for the campus and / or medical center.

### Key Resp 10
Collaborates with media relations to develop news releases, organize press conferences, arrange media appearances, and respond to media inquiries for unit. Oversees development and maintenance of a database of key decision-makers and opinion leaders for use by campus and / or medical center or UCOP administration. Oversees the establishment and development of a tracking system of key decision makers for use by campus, medical center administration or UCOP administration.

### Key Resp 11
Represents the unit as an authorized spokesperson.

### Key Resp 12

### Key Resp 13

### Key Resp 14

### Key Resp 15

### Education 1
Bachelor's degree in related area and / or equivalent experience / training.

### Education 2

### Education 3

### Education 4

### License 1

### License 2

### License 3

### License 4
Job Family | External Affairs  
---|---
Job Function | Alumni and External Relations  
Category | Supervisory & Management  

**Job Summary**
Involves activities associated with reaching, serving, and engaging alumni and other key constituencies through programs, events, products, and services not primarily related to fundraising. Constituencies include alumni, local community, government, parents, students, as well as the general public. Translates constituent needs and priorities into customized programs to create, enhance, and sustain relationships with external constituencies.

**KSA 01**
- Strong, thorough and in-depth knowledge of the campus and/or medical center, including short and long range strategic plans, vision, goals, objectives, infrastructure, programs, achievements and awards.
- Thorough knowledge of the campus and/or medical center, including short and long range strategic plans, vision, goals, objectives, infrastructure, programs, achievements, and awards; advanced knowledge of current affairs and issues in higher education.
- Advanced and in-depth knowledge of the campus and/or medical center including short and long range strategic plans, vision, goals, objectives, infrastructure, programs, achievements and awards; advanced knowledge of current affairs and issues in higher education.
- Expert knowledge of the campus and/or medical center and public relations, including principles, concepts, techniques and procedures.

**KSA 02**
- Strong comprehensive knowledge of relevant alumni and other key constituencies including their composition and primary goals/objectives.
- Thorough knowledge of alumni and other key constituencies and skill in intuiting and addressing external concerns while ensuring appropriate and adequate support for campus and/or medical center concerns and issues.
- Advanced knowledge of alumni and other key constituencies and skill in intuiting and addressing external concerns while ensuring appropriate and adequate support for campus and/or medical center concerns and issues.
- Expert knowledge of current events and skills to bring together external constituents to support and create new liaison opportunities to support emerging campus or medical center concerns or issues.

**KSA 03**
- Strong knowledge of management principles, including personnel and budget administration and advanced skill in implementing effective personnel and budget operations and practices.
- Thorough knowledge of management principles, including personnel and budget administration and skill to motivate, guide, and direct subordinate staff.
- Advanced knowledge of management principles, including personnel and budget administration and skill to motivate, guide, and direct subordinate staff.
- Expert skills to conceive, design, implement and evaluate effective outreach programs.

**KSA 04**
- Strong written, verbal, interpersonal communication and leadership skills, including attentive listening, and the skill to think quickly and respond appropriately.
- Excellent written, verbal, interpersonal communication, and leadership skills, including attentive listening skills and the skill to think quickly and respond appropriately.
- Advanced written, verbal, interpersonal communication and leadership skills, including attentive listening skills and the skill to effectively think quickly and respond appropriately.
- Expert knowledge of the campus and/or medical center, its achievements, vision, mission, goals, objectives and issues of concern both on campus and/or medical center as well as in higher education and the medical sciences.

**KSA 05**
- Strong skills in advocating for and representing the institution to its various publics.
- Excellent skills in advocating for and representing the campus and/or medical center to its various publics; advanced skill in making persuasive and compelling presentations of priorities and goals.
- Advanced skill in advocating for and representing the institution to its various publics.
- Expert knowledge of leadership and management principles, concepts, techniques, etc. Expert skills to meet predetermined goals and objectives.

**KSA 06**
- Strong analytical, negotiation and political acumen skills.
- Excellent analytical, negotiation, and political acumen skills.
- Expert strategic planning, analytical, negotiation and political acumen skills.
- Expert leadership / management skills, including skills to select, train, mentor, motivate and evaluate all levels of staff.

**KSA 07**
- Strategic planning skills.
- Excellent skills to create, develop, and implement comprehensive and effective long and short term
- Advanced skills to represent senior campus and/or medical center management and effectively
- Superior written, oral, and interpersonal communication skills to establish and maintain
Involves activities associated with reaching, serving, and engaging alumni and other key constituencies through programs, events, products, and services not primarily related to fundraising. Constituencies include alumni, local community, government, parents, students, as well as the general public. Translates constituent needs and priorities into customized programs to create, enhance, and sustain relationships with external constituencies.

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<th>Job Function</th>
<th>Category</th>
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| Alumni and External Relations | Supervisory & Management | Strategic communications and marketing plans.响应来自校友及其它关键利益群体的问题。在所有组织级别以及与外界利益群体之间建立并维护有效的工作关系。

**KSA 08**

Leadership / management skills, including skills to lead, direct, mentor, evaluate and motivate staff.

- Thorough knowledge and understanding of all aspects of communications to effectively manage professional staff, including design concepts, various media, and publishing applications.
- Advanced skills to develop and successfully mentor and manage professional staff to implement strategies designed to achieve alumni and external relations outcomes favorable to the best interests of the institution.
- Expert strategic planning, critical thinking, and political acumen to develop long-term solutions for the campus or medical center.

**KSA 09**

Strong skills in understanding constituency needs as related to institutional needs and skills in designing solutions or strategies to achieve consensus.

- Thorough knowledge of market research and of current and emerging marketing trends and best practices, including strategies and technologies employing web-based resources.
- Expert marketing and communication skills to bring together and join external constituents with the campus or the medical center.

**KSA 10**

Thorough knowledge of principles and concepts of journalism and media relations.

**KSA 11**

Excellent skills to ensure production of high quality work within budget and time constraints.

**KSA 12**

Excellent skills in problem recognition, avoidance, and resolution.

**KSA 13**

Excellent skills to advise and consult management on all aspects of communications, including dealing effectively with sensitive or complex issues or information.

**KSA 14**

Skill to establish an environment of and maintain strict confidentiality.

**KSA 15**

Environment

- Campus, medical center or other university setting and various external venues.
- Campus, medical center or other university setting and various external venues.
- Campus, medical center or other university setting and various external venues.
- Campus, medical center or other university setting and various external venues.

Career Path 1

- Alumni and External Relations Mgr 2
- Alumni and External Relations Mgr 3
- Alumni and External Relations Mgr 4
- Career Path open