



## JOB DESCRIPTION

**Title:** Admission & Alumni Engagement Specialist

**Department:** Undergraduate Admissions/Development

**Supervisor:** Vice President: Undergraduate Enrollment & Vice President: University Relations

**FLSA Status:**

Salary, Exempt

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### Characteristics of Job

The Admissions & Alumni Engagement Specialist plays a vital role in connecting prospective students and alumni to Union Commonwealth University. This position not only evaluates and guides prospective students through the admissions process but also cultivates relationships with alumni—particularly young alumni—to strengthen their lifelong connection to the University. By bridging recruitment and alumni engagement, the Specialist contributes to Union's mission of building Bulldog pride while also supporting enrollment and advancement strategies. This role requires independent judgment in decision-making and strategic planning, particularly in the development of alumni recruitment partnerships, the design of targeted engagement strategies, and the cultivation of alumni for future philanthropic involvement.

Over the academic year, this role will have an even 50/50 split between the responsibilities outlined below.

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### Responsibilities

#### Admissions

- Evaluate prospective student applications, transcripts, and test scores using consistent standards for admission recommendations.
- Identify and follow up on application discrepancies in a timely manner.
- Provide regular recruitment progress reports for management using student databases and query tools.
- Respond promptly and accurately to prospective student inquiries, demonstrating strong knowledge of University departments, academic programs, financial aid opportunities, and student life.
- Collaborate with admissions leadership to shape recruitment strategies and outreach plans that align with University enrollment goals.
- Develop and identify alumni representatives who can support the admissions office in their local areas by attending college fairs on behalf of Union, delivering admissions materials to school counselors, and assisting with other recruitment efforts.
- Represent Union at recruitment events, high schools, and college fairs as assigned.
- Meet recruitment goals set by the Admissions Office.
- Perform additional responsibilities as directed to support departmental goals.

#### Alumni Engagement

- Serve as a point of contact for alumni in assigned geographic areas, assisting with stewardship and engagement opportunities.
- Organize, launch, and cultivate Union's new Young Alumni Program, fostering meaningful connections between recent graduates and the University.
- Design and implement engagement strategies that build a pipeline of future alumni leaders and potential donors.

# UNION

COMMONWEALTH UNIVERSITY

- Work with University Relations leadership to identify alumni with capacity for philanthropic involvement and recommend opportunities for cultivation.
- Support the planning and execution of alumni events, communications, and volunteer opportunities.
- Build and maintain positive relationships with alumni to encourage lifelong involvement and support of Union.
- Perform additional responsibilities as directed to support departmental goals.

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## Qualifications & Requirements

- Bachelor's degree required.
- Strong communication and interpersonal skills with the ability to engage both students and alumni.
- Demonstrated ability to exercise independent judgment and contribute to strategic decision-making.
- Detail-oriented with the ability to manage multiple priorities and meet deadlines.
- Experience in admissions, alumni relations, higher education, or related fields preferred.
- Willingness to travel and work occasional evenings or weekends for recruitment and alumni events.
- Job responsibilities include driving on college business for your department whether the frequency is daily, weekly, monthly, or occasionally.

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## Additional Requirements

- Background check required.
  - Requires valid Driver's License.
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The statements in this description are intended to describe the general nature and level of work being performed by individuals assigned to this classification. Examples of duties or responsibilities are not to be construed as an exhaustive list describing the duties or responsibilities required of personnel so classified. These examples are also not to be interpreted as limiting the appointing authority's ability to append or otherwise alter the duties and responsibilities of the position. The use of an individual expression or illustrations to duties or responsibilities shall not be regarded as excluding assignment of others not mentioned which are of similar kind or quality.

## Equal Opportunity Statement

Union Commonwealth University (the "University") is committed to maintaining an educational, employment, and business environment free of all forms of discrimination. The University provides full and equal access to its educational services, classes, and programs without regard to and prohibits discrimination based on the protected characteristics of age (40 and older), race, color, national origin, ancestry, religion, sex (including transgender status, gender identity or expression), pregnancy (including childbirth, lactation, and related medical conditions), physical or mental disability, AIDS/HIV status, genetic information (including testing and characteristics), veteran status, uniformed servicemember status, status as a smoker or nonsmoker, medical condition, sexual orientation, marital status, or because an individual is perceived to have one or more of the foregoing characteristics, or any other status protected by federal, state, or local laws.