

COMMUNICATION CHAIR POSITION DESCRIPTION AND AGREEMENT

MISSION OF THE ALUMNI ASSOCIATION

The mission of the University of Dayton Alumni Association is to foster life-long involvement of alumni with the University in support of its mission to be a top-tier national Catholic research university in the Marianist tradition.

GOAL OF ALUMNI COMMUNITIES

Our focus is engagement. As we build our alumni network around the world, we are interested in offering opportunities for our alumni to engage with UD's campus, students and with one another.

POSITION PURPOSE: Lead communication efforts with the alumni community to encourage event attendance, alumni participation and overall alumni connections with the University of Dayton.

Key Responsibilities:

- Be an active participant in the community and on the leadership team.
- Use peer-to-peer outreach, through personal connections, emails, phone calls and social media, to increase alumni participation with community and University events and initiatives.
- Manage and promote alumni community's social media accounts.
- Develop marketing and communication solutions for alumni community's needs.
- Encourage life-stage specific messaging, based on the audience.

Leadership Team: This chair is a member of the alumni community's leadership team. All leadership team members will have a yearly discussion with Alumni Relations staff and the Community Leader to evaluate strengths, areas for growth and goals for the upcoming year.

Length of Appointment: One-year term with option of renewal pending the chair's interest and the yearly evaluation with Alumni Relations and Community Leadership Team.

Time Commitment: At least one post on social media accounts per week. Additional one hour per month may be required for leadership team meetings and updates.

Qualifications: Knowledge of social media and email; understanding of how marketing and communication can support an event; passion for the University of Dayton.

Support: This chair will be supported by other members of the leadership team and the Alumni Relations staff.

I have read, understand, and agree to the responsibilities explained above.

Communication Chair

Date

Community Leader

Date

Alumni Relations Staff

Date