



**University of Texas at El Paso  
Job Description**

**Job Code:** 7802  
**Job Title:** Coordinator of Membership and Marketing Programs  
**Department:** Alumni Relations Office  
**Reports To:** In accordance with specific departmental policies  
**FLSA Status:** Exempt  
**Prepared By:** Human Resource Services  
**Creation / Revision Date:** October 27, 2010 / November 28, 2012

**Summary:** Plans, develops and implements alumni programs, activities, events, and membership campaign to actively engage UTEP alumni.

**Note:** The primary accountabilities below are intended to describe the general content of and requirements of this position and are not intended to be an exhaustive statement of duties. Incumbents may perform all or some of the primary accountabilities listed below. Specific tasks or responsibilities will be documented in the incumbents' performance objectives as outlined by the incumbents' immediate supervisor or manager. This position is security-sensitive and subject to Texas Education Code §51.215, which authorizes the employer to obtain criminal history record information. Must possess a valid driver's license issued by the State where the applicant resides and must be insurable as defined in the UT System BPM 16-05-02, as applicable to the performance of essential duties and responsibilities of the position.

**Statement of Duties and Responsibilities:**

Responsible for coordinating the daily operations of the alumni membership and marketing programs.

Works closely with Alumni Association Membership Committee to develop, coordinate, and implement on-going membership campaigns to secure annual revenue for the Association.

Develops, implements and coordinates Alumni Association pre-game parties to include vendor selection and sponsorship solicitation.

Provides support for developing all marketing and collateral materials for the annual UTEP Alumni Association Golf Tournament.

Responsible for coordinating the annual worldwide Alumni Association PICK-NIC.

Assists with the creation and editing of all alumni newsletters, UTEP magazine copy, invitations, and correspondence sent on behalf of the Office of Alumni Relations and the Alumni Association.

Serves as the liaison with all chapters to distribute all electronic communication regarding events and activities.

Prepares all materials requested by Affinity Partners for inclusion in the Alumni Association website and through various social media and electronic distribution outlets which generate revenue for the Alumni Association.

Develops and implements an Alumni Association Services and Members Benefits Program.

Lead person to oversee, manage and update the Alumni Association website and the online Alumni Community to communicate with alumni on a regular basis.

Evaluates and assesses the effectiveness of all programs and events for which directly responsible.

Maintains a high degree of confidentiality on all sensitive information this position is privy to.

Responsible for the design, execution and effectiveness of a system of internal controls that provides reasonable assurance those operations are effective and efficient, assets are safeguarded and financial information is reliable and applicable laws, regulations, policies and procedures are complied with.

Knowledge of all Microsoft Office, Adobe Illustrator CS5, and Publisher software and able to learn and use institutional software systems.

Complies with all State and University policies.

Other duties may be assigned.



**Supervisory Responsibilities:** Carries out supervisory responsibilities in accordance with the organization's objectives, policies and applicable laws.

**Qualifications:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Minimum Education required:** Bachelor's degree from four year college or university within area of assigned responsibility.

**Minimum Experience required:** One year of experience, related to the statement of duties and responsibilities; or equivalent combination of education and experience.

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit. The employee is regularly required to talk or hear. Special vision requirements are close vision and color vision.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level for this work environment is moderate.