

PORTFOLIO DESCRIPTION

ALUMNI RELATIONS

The Alumni Relations portfolio is the main point of contact between the local committee and AIESEC York's alumni, responsible for managing alumni relations and leveraging alumni's contributions to the personal and professional development of the local committee's membership. In more detail, this entails:

- Managing alumni relations and leveraging alumni's contributions to the personal and professional development of the local committee's membership
- Acting as a bridge between alumni and members of AIESEC York
- Keeping alumni up-to-date of the main activities of AIESEC York via continuous communication
- Seeking to develop opportunities for raising traineeship nominees for the global internship program through alumni contacts
- Acquiring alumni guest speakers for general assemblies and training events
- Acquiring financial contributions from alumni
- Organizing alumni events with the purpose of not only providing a platform for alumni to reconnect, but also allowing current AIESEC members to interact with former members
- Seeking to provide mentorship opportunities through alumni

ALUMNI RELATIONS

POSITION:	Account Manager
# OF POSITIONS:	3
DURATION:	1 year; 2-3 recruitment drives a year (September, January, and May)
ACCOUNTABLE TO:	Vice President of Alumni Relations
DESCRIPTION AND DELIVERABLES:	<p>The Account Manager will work closely with the Vice Presidents of Alumni Relations to initiate and maintain communication with alumni contacts with the aim of leveraging the success of AIESEC York through alumni re-engagement and is thus in charge of:</p> <ul style="list-style-type: none"> ▪ Reconnecting with inactive alumni according to the portfolio's communication strategy ▪ Communicating opportunities of involvement in the local committee to alumni ▪ Engaging alumni in AIESEC York's activities ▪ Seeking opportunities for raising traineeship nominees for the Global Internship Program through alumni contacts ▪ Keeping alumni up to date on AIESEC York's activities and accomplishments ▪ Maintaining continuous communication with one's alumni contacts via telephone, e-mail and meetings ▪ Generating awareness of events organized by the alumni events coordinator ▪ Connecting with alumni through various social networking means such as facebook, twitter, and LinkedIn <p>The tasks of the Account Manager in executing his or her role would be:</p> <ul style="list-style-type: none"> ▪ Calling and/or emailing inactive alumni with the aim of reconnecting, getting them interested in helping out and setting up a meeting ▪ Preparing for meetings by compiling documents, organizing ideas and practicing ▪ Meeting with alumni, finding out their AIESEC experience and what they are doing now, effectively communicating the ways in which they can get involved in the local committee, finding out how they want to help, and in general, ensuring they want to get re-engaged in AIESEC ▪ Keeping in touch with newly reconnected alumni or active alumni via telephone, email and occasional meetings ▪ Communicating opportunities for upcoming events or projects (ex. review board, GA, alumni event) ▪ Going on marketing calls to sell the Global Internship Program to alumni contacts ▪ Updating Salesforce (CRM software) to keep track of one's alumni activities, to update alumni information and maintain effective account management.

- **Constructing and sending out alumni newsletters** by collaborating with other portfolios in order to update alumni on the LC's ongoing activities

MEASURE OF SUCCESS:

- Salesforce contacts are up-to-date
- 1 to 2 traineeships raised
- Re-engaging a minimum of 10 inactive alumni
- 2- 3 moments of engagement with alumni
- Alumni newsletter sent out quarterly

TIME COMMITMENT:

3-8 hours a week (potentially more in peak times)

SKILLS REQUIRED:

- Time management & organizational skills
- Effective communication skills
- Self-driven mindset
- Ability to work under minimal supervision
- Ability to professionally present and market AIESEC York to alumni
- Basic computer skills

COMPETENCIES GAINED:

- Self Awareness
- Personal Effectiveness
- Resilience
- Awareness of Others
- Inclusiveness
- Effective Communication
- Developing Others
- Stakeholder Focus
- Flexible Thinking
- Commitment to Results

PERSONAL OPPORTUNITIES:

- Enhance communication skills
- Learn to enforce and work with a corporate brand
- Opportunity to interact with business professionals on a constant basis and build a personal network of contacts
- Advanced advertising skills in a unique environment
- Gain a deeper understanding of AIESEC and the opportunities present

POSITION: Alumni Event Co-ordinator

DURATION: 1 year

ACCOUNTABLE TO: Vice President of Alumni Relations

DESCRIPTION AND DELIVERABLES: The Alumni Events Co-coordinator is the main organizer for alumni event throughout the year, and thus in charge of:

- Project management from planning to execution
- Managing logistics (venue, catering, agenda, guest list, etc)
- Co-ordinating with Account Managers and the Communications Portfolio to ensure promotion and awareness of the event amongst alumni is executed with success
- Ensuring that event financing adheres to AIESEC York's financial policies

The tasks of the Alumni Events Co-coordinator in executing his or her role would be:

- **Creating an event plan**, consisting of objectives for the event, tentative budget, execution timeline and ideas for logistical matters
- **Managing venue and catering**, including initial research, compilation of options, weighing the pros and cons of each, and selection.
- **Creating an agenda** for the event and deciding seating arrangements (if applicable), timing, and other logistical details
- **Finding a guest speaker** (if applicable) with the help of other AIESEC York members.
- **Compiling a list of invitees** by obtaining alumni contact information Account Managers
- **Sending out invitations** and keeping track of attendees
- **Promoting the event** by collaborating with the Communications Director and the IS Director in uploading event information and registration details on AIESEC York's website and other sources such as Facebook, as well as ensuring that Account Managers are communicating the event information to their alumni contacts
- **Preparing presentation materials** (PowerPoint, handouts, etc) or delegating the task to the appropriate persons
- **Updating the budget** and ensuring it is in line with AIESEC York's financial policies
- **Creating a follow-up plan** to ensure that alumni relationships that were established will remain

MEASURE OF
SUCCESS:

- Host at least one Alumni Event annually
- Engage at least 6-7 alumni at each event
- Establish long term relationships with the alumni that have attended the events

TIME
COMMITMENT:

3-8 hours a week (potentially more in peak times)

SKILLS REQUIRED:

- Time management & organizational skills
- Effective communication skills
- Self-driven mindset
- Ability to work under minimal supervision
- Ability to professionally present and market AIESEC York to alumni

COMPETENCIES
GAINED:

- Self Awareness
- Personal Effectiveness
- Resilience
- Awareness of Others
- Inclusiveness
- Effective Communication
- Developing Others
- Stakeholder Focus
- Flexible Thinking
- Commitment to Results

PERSONAL
OPPORTUNITIES:

- Enhance communication skills
- Develop key project management and leadership skills
- Learn to enforce and work with a corporate brand
- Opportunity to interact with business professionals on a constant basis and build a personal network of contacts
- Learn how to effectively utilize all available resources to the fullest in order to maximize benefit
- Work effectively with other portfolios/departments within an organization
- Practice the successful integration of all elements in a project/event to maximize effectiveness and success
- Gain a deeper understanding of AIESEC and the opportunities present