



ST. MARY'S ACADEMY FOUNDATION

550 Wellington Crescent, Winnipeg, MB, R3M 0C1

204-477-0244

www.smamb.ca

The St. Mary's Academy Foundation exists to help the school maintain its tradition of excellence in education for young women.

St. Mary's Academy is a Catholic school for girls, rooted in the tradition of the Sisters of the Holy Names of Jesus and Mary. Its mission is to nurture young women in spirit, mind, and body, so that each student reaches her full potential as an individual created in God's image.

Career Opportunity

Alumnae Relations and Special Events Coordinator

This is a full-time, 37.5 hour per week, 12 months per year position. The incumbent will attend some activities and events outside of normal working hours. Some local travel is required. Position begins as soon as possible.

The incumbent supports the connectedness of St. Mary's Academy alumnae to their alma matter and supports the mission of the SMA Alumnae Association as a community of women committed to preserving the heritage and legacy of SMA through celebrating and enabling life-long connections among Alumnae. The incumbent exemplifies and promotes the Alumnae Association's vision to promote continued loyalty to the Academy and fosters a sense of belonging to an inter-generational sisterhood. Inspired by Blessed Mother Marie Rose Durocher who believed that an entire society could be transformed if the minds and hearts of young women are properly formed, our vision is that each alumna treasures her relationship with the school and other alumnae; support SMA and its mission through prayer, volunteerism and philanthropy; Holds High the Torch by striving for excellence and service in her personal and professional life. This connectedness will be encouraged and sustained through thoughtful communication and stewardship initiatives to nurture our alumnae in all stages of their lives. The Alumnae Relations and Special Events Coordinator collaborates strategically with the Communications and Marketing team, the Advancement department and Academic Advisor, and reports directly to the Advancement Manager.

Duties and Responsibilities

Communications with Alumnae

- Develops an alumnae engagement plan to endeavor to connect with alumnae in all phases of their lives, including forms of communication and events that appeal to each demographic with the goal of keeping them engaged in the SMA community
- Assists in setting Reunion Class Year planning and promotion, including reunion class giving and participation goals
- Follows-up with alumnae for contact information updates
- Sources local news and media to organize communication touch-points for our alumna such as (but not limited to) anniversary acknowledgements, career appointments, sporting achievements, research successes, etc.

Alumnae Association

- Liaison to SMA Alumnae Association Board of Directors on support of resources for service and gathering initiatives
- Directs the work of the Alumnae Board committees for support of Homecoming Weekend and other Alumnae Association events

Stewardship and Events Coordination

- Creates event plans and budgets for all Foundation events, including alumnae relations
- Creates and follows through on an event Communications Plan
- Liaises with the Facilities Manager for set up and take down
- Guides and trains current students, parents, alumnae and staff as event volunteers
- Facilitates internal/external event and space requests, coordinating contracts and facility arrangements
- Manages, coordinates, conducts, and assists with the Academy's special events as assigned

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Maintain alumnae social media platforms

- Plans, writes and posts content (3 per week) to celebrate the accomplishments of our alumnae, share news of the Academy and promote relevant events
- Monitors and responds to messages and comments
- Records, measures and assesses engagement of each post to use for strategic planning

Torch Light publication contributions

- Solicits and writes Alumnae and Grapevine submissions for Torch Light magazine
- Contributes to Career and Mentorship section of Torch Light magazine
- Maintains and solicits content for Births and Memoriam sections
- Creates and writes other content as directed by the Director of Communications & Marketing

Supports the efforts, initiatives, and events of SMA Alumnae Association, SMA Career and Mentorship Program and SMA Alumnae in Business, including:

- Supports planning in various capacities
- Attends meetings
- Provides reports
- Creates social media content

Role Specific Competencies, Qualifications and Requirements

- Post-secondary education
- Excellent interpersonal communications skills with an emphasis on writing
- Knowledge of the technical aspects of database management, Raiser's Edge knowledge an asset
- Strong written and verbal communications skills, including a positive online presence
- Requires flexibility to work evenings and weekends as required
- Attention to detail and strong organizational skills
- Event Management skills
- SMA alumna an asset

How to apply

Submit cover letter and resume addressed to Kaylene Kessler, Advancement Manager, c/o Hope Mwalugaja, Advancement Assistant at hmwalugaja@smamb.ca.

Application Deadline

July 13, 2022

Applicants may request reasonable accommodation related to the materials or activities used throughout the selection process. We thank all applicants for their interest in St. Mary's Academy. Only applicants considered for an interview will be contacted. All applications will be held in confidence.