



Position Description

Alumni Engagement Coordinator

JOB PURPOSE:

Princeton Theological Seminary seeks an Alumni Engagement Coordinator to strengthen relationships with alumni by creating meaningful opportunities for connection, participation, and celebration across Seminary life.

Reporting to the Associate Vice President for Advancement (Alumni, Church, and Foundation Relations), this position plays a central role in ensuring that alumni are visible and valued contributors to Princeton Seminary's mission. The Coordinator will plan and implement alumni engagement activities incorporating alumni participation into Seminary events, continuing education offerings, and enrollment or presidential travel as appropriate.

This position also partners closely with the Offices of Marketing and Communications (MarCom) and Advancement Services to support storytelling, data tracking, and communications that amplify alumni voices and measure engagement impact, and to ensure alignment between all alumni engagement efforts and the Seminary's mission, brand, and strategic priorities.

ESSENTIAL FUNCTIONS: Event Integration and Alumni Participation <ul style="list-style-type: none">• Identify and implement opportunities for alumni involvement in existing Seminary events, including major campus programs, continuing education offerings, and regional or travel-based gatherings.• Coordinate logistics for alumni-focused components of institutional events, such as annual Reunion, conferences, and receptions.• Partner with colleagues across Advancement, Continuing Education, Events and Hospitality, and Enrollment to ensure alumni presence and participation in high-visibility Seminary events.• Manage event communications, registration, and follow-up in collaboration with MarCom and Advancement Services.• In collaboration with Associate Vice President, manage and coordinate regional alumni leaders to support regional chapter governance, activities, and engagement opportunities/events.• Design and implement initiatives that steward graduating students into their new roles as alumni while cultivating a sense of lifelong belonging through orientation touchpoints, commissioning moments, and post-graduation engagement opportunities.	50 %
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Alumni Communications & Storytelling <ul style="list-style-type: none"> • Serve as the primary point of contact for MarCom regarding alumni storytelling and communications. • Coordinate regular alumni e-newsletters, event invitations, and digital updates using established templates and processes. • Gather and share stories that highlight the contributions and impact of Seminary alumni, working with MarCom to publish across institutional channels. • Monitor alumni media mentions and ensure timely recognition through notes, features, or social media highlights. • Maintain and update alumni web content through approved systems and processes 	30%
Data, Reporting and Collaboration <ul style="list-style-type: none"> • Process and track marketing invoices, ensuring budget alignment and timely payments. • Coordinate with marketing team to obtain and manage documentation for monthly pcard statement reconciling. • Support department in managing relationships with Seminary approved vendors for promotional items and merchandise. • Identify areas for improvement within project management practices and implement changes to enhance efficiency. • Collecting and analyzing project data to generate reports on key performance indicators (KPIs) and provide insights to stakeholders. • Support strategic planning and priorities for marketing office. 	20%
Total	100% time
OTHER FUNCTIONS: Serves as requested on committees and task forces. Serves as office touchpoint with student groups as requested.	

QUALIFICATIONS

- Bachelor's degree required. Master's degree (MDiv or other theological degree) preferred.
- 1–3 years of experience in alumni relations or event management.
- Exceptional organizational and interpersonal skills; ability to manage multiple priorities with attention to detail.
- Strong written communication skills and comfort working collaboratively with creative and technical teams.
- Proficiency with Microsoft Office Suite; experience with Salesforce or comparable CRM systems preferred.
- Willingness to work occasional evenings and weekends for events and to travel regionally as needed.
- Commitment to the mission and values of Princeton Theological Seminary.

Skills and Competencies

- Excellent communication and relationship-building skills.

- Understanding of digital tools, including social media, website, and email marketing.
- Strong event planning and execution abilities.
- Proactive, flexible, and collaborative work style.
- Data literacy and commitment to maintaining accurate records.
- Creative approach to engaging alumni through existing institutional activities.

Working Conditions

This hybrid position includes a mix of on-campus work, remote flexibility, and occasional travel. Evening and weekend availability required for select events.

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