

PHASE 2
UCSD External Affairs
Family Function and Job Function Summary

Job Family	Job Function	Job Summary
External Affairs	Alumni and External Relations	Involves activities associated with reaching, serving, and engaging alumni and other key constituencies through programs, events, products, and services not primarily related to fundraising. Constituencies include alumni, local community, government, parents, students, as well as the general public. Translates constituent needs and priorities into customized programs to create, enhance, and sustain relationships with external constituencies.
External Affairs	Events	Involves the planning and organizing of event activities, including managing logistics such as facilities, tickets, audience management activities, concessionaires, caterers, and vendors, and facilitation of communication and services with speakers and facility maintenance staff; or provides technical support of these activities.
External Affairs	Fundraising	Involves designing, developing, delivering, and administering fundraising programs. Identifies new donor prospects through researching background information on potential donors and developing materials, marketing plans, and organizing related programs / events; cultivates, stewards, and may solicit donor prospects.
External Affairs	Marketing	Involves the marketing of activities, services, or product, or provides marketing support activities. Involves the analysis of identifying possible constituencies / audiences and the development of programs, services, and outreach to meet identified needs and influence public perception; may involve “brand” development or enhancement, and may involve working with the media (press, television and radio).
External Affairs	Sales	Involves the selling of activities, services or products by identifying prospects and or audiences; involves the promoting of activities, services or products for sale; may use a “brand” to influence customers and may involve advertising the activities, services or products for sale via press, television and radio. Involves directly interacting with the sales prospects to persuade them to purchase the activities, services or products.