

<b>Job title</b>	<i>Associate Director of Development and Alumni Relations</i>
<b>Reports to</b>	<i>Vice President of Institutional Advancement</i>
<b>FLSA Status</b>	<i>Full Time, exempt</i>

### **Job purpose**

The Associate Director manages most functions of alumni relations, including working with an Alumni Association Board of Directors to craft and execute its annual plan; planning and running special events designed for alumni; and implementing services and activities that engage alumni and encourage participation in school activities and giving back financially. The director also manages and executes the Class Scholarship Program, which entails direct mail, phonathons, personal visits, prospect screening, database segmentation and related marketing efforts.

### **Responsibilities**

- Plan, direct and execute programs in concert with the Alumni Board of Directors and members of the Development and Alumni Relations team (e.g., reunions, special events, student-alumni relations, career networking efforts, career day) to help meet the school's fundraising and alumni relations goals.
- Initiate, coordinate and manage activities of the Alumni Association's Board of Directors and other volunteers.
- Recruit volunteers and manage and direct programs in which they are involved.
- Serve as the contact person for alumni, parents and others interested in information, services and programs related to alumni.
- Oversee use and maintenance of alumni records and other files.
- Identify and research Class Scholarship fund prospects.
- Supervise the creation and mailing of alumni announcements and appeals.
- Manage phonathon and recruit alumni/student callers.
- Build Class Agent Program so that we have a strong core of engaged and active alumni from each class year.
- Work with class agents/alumni planning their reunion to organize class gatherings and alumni engagement opportunities
- Work with class agents/reunion committees and engaged alumni to create and build the class empowerment fund
- Organize and recruit alumni/students for annual giving phonathon
- Assist with planning/sponsor solicitation for Crosses & Crowns Gala
- Plan/solicit sponsorships for Fall Alumni Golf Tournament
- Plan Homecoming Alumni activities including Hospitality Tent at Football Game
- Organize and market monthly alumni happy hours

- Coordinate the Legacy Program, Scholarship and Breakfast Reception
- Organize Bi-annual Alumni Blast
- Career Day/Mock Interview Day
- Alumni Offerings – free tickets
- Assist in writing and producing the monthly alumni newsletter and other alumni email blasts including birthday messages
- Update trailblazer with alumni personal information from website
- Manage the Alumni facebook page
- Manage inputting new alumni into fundraising database
- Other duties as assigned by the VP of Advancement

### **Qualifications**

- A strong sales background is preferred
- Excellent written, oral and interpersonal skills; demonstrated personal solicitation experience
- Excellent organizational skills and attention to detail and follow-up
- Strong computer skills and knowledge of database research and maintenance
- Ability to work with students, as well as volunteers of all ages
- Must be able to work evenings and weekends as warranted

### **Education and Experience**

- Associate/bachelor’s degree from an accredited college or university
- At least 3 years of experience in event planning, preferably in education or alumni relations.
- At least 3 years of experience in alumni relations, fundraising or sales.
- Clean New York State driver's license and able to drive, as needed.

### **Physical requirements**

- Possess physical ability to travel throughout our multi-floor school building and engage in significant travel outside the office.
- Ability to lift 25 pounds.

### **Direct Reports: None**

<b>Approved by:</b>	
<b>Date approved:</b>	
<b>Reviewed:</b>	