



Position Title: Director of Alumni Engagement

Last Updated: June 2024

Reports To: Director of Advancement

Status: Exempt-Appointed by Head of School
Permanent - Full-Time

Schedule: Calendar Year; Monday through Friday: Base 40 hours per week
Actual hours will be assigned per the needs of the department
Expected to work occasional evenings and weekends due to travel and participation in Alumni/Advancement Events

Benefits: Full benefit eligibility
Tuition Remission Eligible-Yes

Summary Description:

The Director of Alumni Engagement fosters alumni connections, affinity, and philanthropic support through volunteer management, fundraising, events, and communications. This role involves developing strategic activities valued by Williston Northampton alumni, maintaining lifelong relationships, inspiring loyalty and financial contributions, and enhancing the school's reputation. The director also engages alumni in meaningful activities to advance the school's mission. We seek a highly motivated, outgoing individual who can collaborate with Advancement colleagues and other campus partners to achieve multi-faceted alumni engagement goals. The ideal candidate should bring a broad and inspiring vision for alumni engagement and possess the skills to manage daily operations, including planning, budgeting, and staff development.

Essential Functions:

- Create and execute an alumni engagement plan with defined objectives, timelines, and routine assessment that results in program growth – exhibited through increased attendance at on- and off-campus events, growth of mentoring and career networking opportunities, increased annual and reunion giving, expanded group of volunteers, and developing a pipeline of engaged volunteers supporting different initiatives.
- Develop a robust, strategic multiplatform communications plan to inspire and reinforce alumni affinity with the school. Responsible for planning and execution of alumni engagement communications, including writing and editing a monthly e-newsletter, event invitations, email updates, and posting on institutional social channels in coordination with Advancement colleagues.
- Recruit, train, and manage alumni volunteers to help develop and implement engagement strategies.
- Collaborate closely with the Director of Annual Giving and Leadership Gift Officers to ensure that alumni engagement strategies support fundraising program objectives and needs. Assist in the qualification of alumni prospects and formulate strategies for building relationships with prospects and soliciting gifts in support of the school.
- Supervise the Associate Director of Alumni Engagement and supervision of the Advancement Coordinator for Alumni Engagement and Annual Giving. Oversee annual operating budgets for Alumni Relations and Reunion while demonstrating fiscal responsibility for all alumni engagement programming.
- Support, staff, and manage 40+ Head's Visiting Council volunteers, activities, and meetings.

- Develop, facilitate, and nurture alumni affinity groups (e.g., alumnae, BIPOC, international, and young alumni) through high-level communications, program, events, and volunteer management.
- Collaborate and support the Associate Director in planning, management, and coordination of all alumni activities, including on- and off-campus events.
- Work strategically with the Associate Director of Alumni Engagement to create and execute a lively, welcoming, and imaginative annual Reunion Weekend that increases attendance and showcases Williston to returning alumni. Strategically recruit, train, and manage select Reunion planning committees to drive attendance and create class-specific programming.
- Deepen value of Williston's alumni professional network through effective use of institutional LinkedIn pages, regional professional networking events, and individual referrals.
- Continue ongoing targeted work to engage young alumni in partnership with the Assistant Director of Alumni Giving and Engagement.
- Serve as a responsive primary point of contact for alumni as it relates to all inquiries on- and off-campus, events, and communications through online and social media platforms including LinkedIn.
- Work closely with Williston's Communications team to provide compelling stories and news about Williston's alumni.
- Ensure accurate and complete alumni database records. Capture contact, biographical and career information of alumni via surveys, projects, correspondence, website, postal returns, etc.
- Periodically assess and evaluate alumni engagement activities. Prepare periodic updates related to the school's alumni engagement program and stay current with peer school best practices.

Qualifications:

- Bachelor's Degree required
- 5+ years of experience in development and/or alumni relations and fundraising for education. Experience or familiarity with independent schools a plus
- High energy and enthusiasm to authentically promote Williston Northampton and serve as its ambassador to the alumni community
- Strong organizational skills for multi-tasking and prioritizing responsibilities to manage competing deadlines
- Excellent verbal and written communication skills with ability to write, edit, and proofread effectively
- Motivated self-starter, strategic thinker, with organization and initiative
- Ability to effectively manage and motivate staff and volunteers
- High level of attention to detail
- Balance working independently and collaboratively with colleagues while interfacing effectively and professionally with all members of the school community
- Active and genuine listener
- A high level of integrity and strong work ethic
- Solid working knowledge of MS Office Suite, databases, Zoom, experience with Raiser's Edge preferred
- Must have the ability and flexibility to travel on behalf of the institution and work occasional evenings and weekends, as required
- Must have the ability to work in a school environment by successful completion of all legally required and school required background checks including the state mandated CORI, Criminal Offender Record Information, SORI, Sex Offender Record Information and Fingerprint based criminal background check
- All employees are required to participate in annual harassment awareness training as a condition of employment
- Regular and consistent attendance and punctuality is required as a condition of employment
- Must have a valid driver's license

Additional Responsibilities:

- Required to wear proper attire, consistent with school's dress code at all times and to maintain positive attitude and appearance in accordance with department/school standards
- Must maintain high level of personal hygiene and cleanliness at all times
- All school employees have some responsibility for reporting inappropriate behavior to School Administration in order to maintain a safe learning environment
- All school employees must acknowledge receipt of the current Williston Employee Handbook and are responsible for reviewing the contents and must abide by rules, policies and procedures stated in the document. If applicable, Faculty and Administration shall be responsible for reviewing and understanding the provisions stated in the Faculty/Administration Supplement
- Other duties as needed or assigned

Physical Qualifications:

The person in this position:

- Regularly communicates with other staff, brokers, vendors, visitors in person, via phone, email, etc. and must be able to convey accurate information in these situations
- Occasionally moves small/medium sized items that may weigh up to 25 pounds
- Is capable of moving about the offices to access files and/or office machinery
- Regularly operates computers or other office machinery, i.e. calculators, copy machines, printers
- Observes, recognizes, identifies other staff, brokers, vendors, visitors
- Is capable of remaining in a stationary position, (i.e. sitting, standing), for extended periods of time

Working Environment:

- The work environment is usually moderately quiet; however, variations in noise level may occur when employee attends school functions such as assemblies and other events
- The environment may be stressful and hectic at times with frequent interruptions, multiple distractions, and changing priorities
- This position is primarily an administrative position performing duties in a typical office setting and thus is exposed to minimal adverse working conditions
- The employee may be exposed to wet or humid conditions
- The employee may be regularly exposed to noisy environments

Limitations and Disclaimer

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position. This job description reflects the administration's assignment of essential functions; and nothing in this herein restricts the administration's right to assign or reassign duties and responsibilities to this job at any time.

All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with Federal and State Laws.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will" basis.