



Position Title: **Assistant Director of Alumni Giving & Engagement**

Last Updated: May 2021

Reports To: Director of Annual Giving

Status: Exempt-Staff Salaried  
Full-Time Permanent

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

Benefits: Full benefit eligibility  
Tuition Remission Eligible – No

Summary Description:

The Assistant Director of Alumni Giving & Engagement will work collaboratively with the annual giving team to secure support for the Williston Northampton Fund from graduates of the last 15 years. The Assistant Director of Giving & Engagement will support the work of engaging Williston's alumni community, with a focus on developing, implementing and supporting programming aimed at graduates 15 years from graduation.

Major Duties and Responsibilities

Annual Giving (70%)

- Assist the Director of Annual Giving to implement creative, multi-channeled strategies to grow donors and participation in the Williston Northampton Fund from the 15 most recent classes, including digital marketing (texting, emailing, social and other communication platforms), events, and in person meetings
- Oversee senior gift and student philanthropy programs
- Identify, recruit and manage a small team of Williston Northampton Fund volunteers, including Founders Day ambassadors and reunion gift volunteers for the 15<sup>th</sup> youngest classes
- Travel to qualify, engage, solicit and steward young alumni prospects and donors with a goal of 75 meetings annually to focus on growing the number of donors of the Wildcat Club of the 1841 Society
- Work with Director of Annual Giving as needed to create and implement targeted content for recent graduates that aligns with institutional strategic priorities and key messages. This includes sourcing and developing content for appeals, emails, texts, and social media
- Assist in production and mailing of fundraising appeals

Alumni Engagement (30%)

- With the director of alumni engagement, creates targeted strategies and programming to engage young alumni personally through on-campus, local and regional events and via digital communications and networks (via texting; emails; WordPress websites and other communications platforms.) Attend and promote attendance of recent graduates at campus and regional events
- Assist in production and mailing of alumni event invitations and reunion materials
- Oversee transition of graduating class to alumni community, including “welcome” event and onboarding of graduating seniors to various alumni career networking platforms
- Serve as the liaison to 5<sup>th</sup>, 10<sup>th</sup> and 15<sup>th</sup> Reunion classes
- Assist in all aspects of volunteer management, including recruitment, training, and staffing
- Work with director to create and implement targeted online content strategy for recent graduates that aligns with institutional strategic priorities and key messages. This includes sourcing and developing content for newsletter, blogs, web sites, and social channels

Additional Responsibilities:

- Be an ambassador of the School, its mission, and Advancement.
- Contribute to the overall success of the Advancement Office by working on special projects and programs, performing other duties and responsibilities as assigned by the Director of Advancement or Chief Advancement Officer
- Demonstrate the discipline and resilience necessary to successfully achieve goals and strategies
- Exhibit intellectual and social curiosity that contribute to active dialogue with alumni
- 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
- Other duties as needed/assigned by the Director of Advancement or Chief Advancement Officer

Qualifications:

- Bachelor’s degree required
- One to three years of advancement or related experience, Williston Northampton alumni strongly encouraged to apply
- Must be proficient with the use of Microsoft Office Suite, (Word, Excel, Teams etc.) the Internet, knowledge of Blackbaud and familiarity with fundraising and relational database software a plus, willingness to learn new systems/tools
- Adhere to School privacy expectations and assure proper stewardship of sensitive and confidential data
- Ability to cultivate prospects personally and effectively
- Regular travel off-campus to regional events, college gatherings, and in person meetings
- Possess intellectual depth, maturity and interpersonal skills to foster the trust and confidence of donors
- Genuine interest in the School’s alumni, its students, its current projects and its reputation
- Ability and willingness to provide excellent service and work in a collegial manner with students, faculty, staff, and other constituencies is essential
- Demonstrate strong interpersonal skills, including an upbeat, collaborative approach to his/her work

Qualifications continued:

- Must be able to work intuitively and independently and to be a member of an energetic, committed team
- Strong organizational skills for multi-tasking and prioritizing responsibilities
- Demonstrated excellent written communication skills as well as strong presentation and oral skills
- Must possess strong problem-solving skills, be attentive to details and be able to exercise good judgment
- Must be trustworthy, honest, respectful, flexible, and sensitive
- 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 consistent attendance and punctuality is required as a condition of employment
- Possess a valid driver's license

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
- Can move 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
- Can remain in a stationary position, (i.e., sitting, standing), for extended periods of time

Working Environment:

- The work usually takes place in a clean, pleasant and comfortable office setting
- The employee is faced with constant interruptions
- The employee may spend long hours in intense concentration

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 the job at any time.

All job requirements are subject to possible modification to reasonable 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.