



Position Title: **Director of Alumni Engagement**

Last Updated: July 2022

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

Summary Description:

The Director of Alumni Engagement cultivates alumni engagement, affinity, and philanthropic support through volunteer management and fundraising, in-person and virtual events, and communications. They develop and shape strategic activities that are valued by Williston Northampton School alumni, sustain lifelong relationships between Williston and its alumni, inspire loyalty and financial support, strengthen Williston's reputation, and involve alumni in meaningful activities to advance the school's mission. In doing so, the Director will collaborate with Advancement colleagues and other Williston campus partners to support the multifaceted goals of alumni engagement and oversee the day-to-day activities related to their work including planning, budgeting, and staff development. As part of the role, the Director of Alumni Engagement will help imagine and create new initiatives or enhance existing ones that offer alumni access to a wide range of resources in ways that enrich their intellectual, professional, and personal lives.

Essential Functions:

- Develop a sustainable, progressive alumni program that honors the alumni of all three constituency bases (Williston Academy, Northampton School for Girls, and Williston Northampton School)
- Create an alumni engagement plan with defined objectives, timelines, and routine assessment that results in program growth – exhibited through increased attendance at events, growth of online alumni social and networking platforms, increased annual and reunion giving, expanded group of volunteers, and involvement of a new pool of alumni
- Develop a robust, strategic multiplatform communications plan in collaboration with the Communications team to attract alumni attention and investment. This may include email blasts, electronic newsletters, web pages, video, print publications, and professional networking engagement tools
- Serve as a primary point of contact for alumni as it relates to all inquiries on- and off-campus, via Alumni LinkedIn, *WillistonConnects*, and other platforms
- Assist in identifying, recruiting, training, and supporting a cadre of alumni volunteers
- Assist in the qualification of alumni prospects and formulate strategies for building relationships with prospects and soliciting gifts in support of the school
- Support, staff, and manage 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
- Supervise the Associate Director of Alumni Engagement and 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
- 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.
- Continue ongoing targeted work to engage young alumni in partnership with the Assistant Director of Alumni Giving and Engagement (30% of that position's time)
- Ensure accurate and complete alumni database records. Capture contact, biographical and career information of alumni via surveys, projects, correspondence, website, postal returns, etc.
- Create and edit content for regular communications to alumni, including but not limited to, e-newsletters, volunteer letters, and other targeted communications
- Monitor and facilitate professional networking through individual referrals and effective use of *WillistonConnects* platform
- Periodically assess and evaluate alumni engagement activities, considering opportunities to develop new systems or reimagine processes currently in place. Provide periodic updates related to the school's alumni engagement program and stay current with peer school best practices.

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

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
- Demonstrated ability to effectively manage staff and volunteers
- Dynamic interpersonal skills, with a collaborative yet clear and decisive leadership style. Ability to balance working independently and collaboratively with colleagues while interfacing effectively and professionally with all members of the school community
- Active and genuine listener with excellent verbal and written communication skills
- Motivated self-starter, strategic thinker, with organization and initiative. Demonstrate patience and persistence, with an eagerness to set ambitious, challenging, and tangible goals and a drive to achieve them
- Ability to work with confidential information with discretion and high ethical standards
- Strong organizational skills for multi-tasking and prioritizing responsibilities to manage competing deadlines

- Solid working knowledge of Microsoft Office Suite (Word, Excel, OneNote, Power Point), Zoom, web tools, 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

Physical Qualifications:

- Regularly required to listen, physically direct, and speak
- Position requiring mobility, including bending, lifting (up to 25 lbs.), pushing, walking
- Use of hands and finger to manipulate office equipment, handle, or feel and reach with hands and arms
- Specific vision abilities required including close vision, distant vision, color vision and depth perception
- Must be capable of standing and/or sitting at a computer for extended periods of time, be capable of repetitive movements of wrists, hands, and fingers
- Must be capable of occasionally carrying and moving small objects

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
- The employee may be exposed to dusty environments
- The employee may be exposed to chemicals used in the process of performing routine tasks

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 administration's assignment of essential functions; and nothing in this herein restricts 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.