



Director of Alumni and Annual Fund

POSITION DESCRIPTION

The Director of Alumni and Annual Fund is responsible for meeting the goals of the Annual Giving Program, and for coordinating Alumni Relations with strategic support for the Alumni Association. The position requires some night and weekend work.

JOB DUTIES

- Develops and executes an Annual Fund plan to reach budgeted goals for unrestricted giving and participation from alumni to include:
 - A calendar/timeline for solicitation mailings
 - Phonathons
 - Tracking of revenue and donors
 - Status reporting to Vice President of Institutional Advancement and the Advancement Committee
 - Improved alumni participation in the Annual Fund
 - Improved donor retention rates
 - Identification and stewardship of potential major donor prospects
 - New donor acquisition and stewardship
 - Coordinates the Alumni Association meetings, including working with the Director of Special Events and Programs on the strategic and cultivation aspect of events
 - Coordinates Alumni Relations to include:
 - Partnership with the Director of Special Events and Programs on reunions
 - Expanded alumni connections and volunteer involvement
 - Regional events in Western New York, New York City, Boston, Washington, DC, and Florida, and others as needed
 - Contributions to alumni publications and communications
 - Contributions to alumni social media content for Facebook, Linked In, and Twitter
 - Additional duties as presented by the Vice President of Institutional Advancement

QUALIFICATIONS

The candidate must possess strong written, oral, and interpersonal communication skills; excellent organization skills including multi-tasking; the ability to thrive in a team-oriented environment; strong volunteer management skills; and excellent computer skills. Familiarity with Microsoft applications is essential, as are data analysis, segmentation, and research skills. The candidate must be able to travel. The candidate must hold a Bachelor's degree or better in an appropriate field and at least three years of work-related experience.

OTHER

Full-time, salaried position with full benefits. Reports to the Vice President of Institutional Advancement. The information above reflects the general duties considered necessary for the position of Director of Alumni and Annual Fund, but should not be construed as a detailed description of all work requirements.