

Memo to: Human Resources  
Re: Revised Job Description  
Date: Effective October 9, 2022

Position: Director of Alumni and Parent Engagement  
Division of Advancement

Summary Description: Reporting to the Assistant Vice President for Advancement, the Director of Alumni and Parent Engagement develops and executes strategic plans, policies, programs, and activities to foster and strengthen the relationship between the College and alumni, parents and other selected constituencies. The Director serves as the primary point of contact and provides leadership and staffing for the National Alumni Association Board (NAAB) and parent programs.

Description of Duties and Responsibilities:

*Essential Functions*

1. Determines the most effective current alumni and parent programming that support the College's mission and fundraising initiatives.
2. Sets strategic direction through the creation and implementation of a detailed annual alumni and parent outreach plan based on best industry practices.
3. Leads and assists the National Alumni Association Board (NAAB) of Directors in the coordination of its programs and activities. Serves as *ex officio* member.
4. Serving as the primary liaison between the College and parents, manages key partnerships across campus to facilitate alumni and parent involvement in student recruitment, career services, student affairs, and other key areas crucial to the success of the College.
5. Plans, coordinates, and travels to nationwide events that engage alumni, parents, friends and donor/volunteer prospects.
6. Organizes and hosts the annual Alumni Homecoming/Reunion and Parents Weekend.
7. In concert with the Director of Advancement Communications, coordinates communications to constituents via web pages, emails, social media, mailings, and the management of the online SHC alumni community (Graduway).
8. Manages a portfolio of volunteers and prospective donors.
9. Works closely with annual giving staff and development officers on fundraising initiatives, championing a culture of philanthropy, and maintaining a pipeline of financial support for the College.
10. Monitors departmental budget, including all affinity and scholarship accounts.
11. In coordination with the Assistant Vice President for Advancement Operations, annually review current programs to determine viability and return on investment.

12. Works with operational staff to ensure alumni events, affinity groups, and other programmatic details are captured in the Raiser's Edge database.
13. Essential job functions 1 through 12 will require advanced personal, oral, and telephone communication, as appropriate, between Advancement colleagues, staff or volunteers; and other on- and off-campus personnel, constituents, or representatives on an as needed basis.
14. Performs other essential duties as required.

### *Marginal Functions*

1. Supervises maintenance of all files of the alumni and parent programs including reports, correspondence and other material.
1. Attends meetings and/or special events as a representative of the College as required.
2. Completes or supervises completion of other administrative duties or paperwork as required.

Required Knowledge, Skills, and Abilities: Individuals must possess the following knowledge, skills, and abilities or be able to explain and demonstrate that the individual can perform the essential functions of the job, with or without reasonable accommodation, using some other combination of skills and abilities.

1. Familiarity with or sincere interest in learning about the mission of Spring Hill College and the meaning of a Jesuit education.
2. Ability to work independently, with initiative, and with minimum of supervision.
3. Knowledge of the principles, policies, and techniques of alumni and parent programs.
1. Knowledge of principles and methods of office administration, organization, and management.
2. Advanced proficiency in computer skills including Microsoft Word, Excel, and comparable programs is required.
3. Advanced knowledge and management of alumni outreach software resources, including, but not limited to: Blackbaud Raiser's Edge, RENXT, GiveCampus, ThankView, and trending technology solutions.
4. Ability to prepare and implement long-range and short-range plans of action.
5. Ability to implement alumni and parent programs and develop volunteer networks throughout key cities across the nation.
6. Ability to identify and resolve administrative, organizational and personnel problems.
7. Ability to train, supervise, evaluate and manage staff.
8. Ability to recruit, train and supervise volunteer leaders and workers.
9. Ability to prepare and monitor budgets.
10. Ability to interact effectively with faculty, staff, administration, and a wide range of College constituencies.

11. Ability to communicate effectively in writing, using the English language, with or without the use of auxiliary aids or services.
12. Ability to orally communicate effectively with others, with or without the use of an interpreter.
13. Willingness and ability to attend College events at various hours as required.
14. Willingness and ability to travel out of town for meetings and special events as required.

**Qualification Standards:**

*Education/Experience:* Bachelor's degree and three to five years of experience in the alumni relations field or any combination of education, training, and experience equivalent to a bachelor's degree and three to five years of experience in the alumni program field may be considered.

*Licenses:* Valid driver's license and acknowledgment from the College's insurance carrier.

*Other Preferences:* Experience in organizing and directing volunteer networks.

*Other Considerations*

- Hiring process includes, e.g., a criminal history background search.
- This person is considered a responsible employee in accordance with College Title IX policies.

THE COLLEGE RESERVES THE RIGHT TO CHANGE, ADD, OR REASSIGN JOB DUTIES OR COMBINE POSITIONS, OR PORTIONS THEREOF, AT ANY TIME. THIS JOB DESCRIPTION IS NOT AN EMPLOYMENT AGREEMENT OR CONTRACT. AN EQUAL OPPORTUNITY EMPLOYER.

Position is open until filled. To apply, please mail a cover letter and resume to: akouns@shc.edu or Human Resources Office, Spring Hill College, 4000 Dauphin Street, Mobile, AL 36608. Phone: 251-380-3063.