



Monmouth COLLEGE®

DESCRIPTION, DUTIES & EXPECTATIONS OF POSITION

POSITION TITLE:	DIRECTOR OF ALUMNI ENGAGEMENT
PERSONNEL CLASSIFICATION:	ADMINISTRATIVE STAFF, FULL-TIME
DEPARTMENT:	OFFICE OF DEVELOPMENT AND COLLEGE RELATIONS
DEPARTMENT HEAD:	VICE PRESIDENT FOR DEVELOPMENT AND COLLEGE RELATIONS
IMMEDIATE SUPERVISOR:	VICE PRESIDENT FOR DEVELOPMENT AND COLLEGE RELATIONS

GENERAL OVERVIEW:

The Director of Alumni Engagement oversees the Monmouth Fund, the College's annual giving programs, annual leadership giving and alumni engagement. S/he is responsible for the development and implementation of a comprehensive plan for the growth of annual support, in a collaborative fund-raising environment, through work with current donors, leadership level donors, prospective donors and trustees. The Director of Alumni Engagement will also be responsible for overseeing alumni engagement activities and linking annual giving strategies with alumni engagement programming to increase giving and donor participation. The Director of Alumni Engagement will be a senior staff member in the department of Development and College Relations, and is responsible for working closely with the Vice President for Development & College Relations, Development Officers, and Director of Advancement Services.

Essential Job Functions:

- Develop, implement and evaluate a strategic, multi-year fundraising plan for the Monmouth Fund that engages and solicits alumni, parents, faculty, staff, friends and community members.
- Bridge annual giving and alumni engagement to increase giving and participation.
- Track and analyze results and recommend and implement opportunities for improvement.
- Develop and implement an overall alumni program strategy in context with the strategic direction of the institution to include regional and national alumni events annually within the scope of the alumni budget and overall alumni strategy.
- Provide oversight and management for on campus alumni and donor programming such as Homecoming, Golden Scots Celebration, Scots Day of Giving, etc.

- Develop and implement effective gift solicitation campaigns via personal visits, telephone calls, direct mail, e-mail, and the College's alumni and development website. Oversee all written and electronic appeals.
- Plan, organize and manage annual giving clubs, which includes developing a comprehensive campaign to recruit, retain and steward donors through communications, events, and face-to-face visits.
- Cultivate, solicit, track, acknowledge and steward a portfolio of annual fund donors.
- Oversee annual leadership giving program and 1853 Society.
- Collaborate with the major gifts staff to identify, cultivate and solicit individuals for annual and major gifts.
- Provide leadership and support to the Monmouth College Alumni Board of Directors. And per the Constitution of the Monmouth College Alumni Association, serve as ex officio member of all Board Committees and serve on the Executive Committee.
- Conduct reunion class campaigns focusing on major anniversary classes, while overseeing the growth and cultivation of additional milestone reunions.
- Lead and supervise the Monmouth College Alumni Engagement team.
- Plan and manage departmental budget for Monmouth College Alumni Engagement.
- Serve as Monmouth Fund contact for the production of the annual donor honor roll.
- Participate in appropriate professional organizations.
- Other duties as assigned.

Supervision:

Assistant Director of Alumni Engagement
 Assistant Director of the Monmouth Fund
 Philanthropy and Engagement Manager

QUALIFICATIONS:

- Bachelor's degree required.
- Five or more years of progressively responsible experience in alumni relations, annual fundraising, and/or similar non-profit development or constituent outreach programs.
- Extensive knowledge of development practices, donor data processes, and fundraising techniques including current best practices in development.
- Strong leadership and management skills and the ability to plan effective strategies for finding resources for annual and strategic initiatives.
- Ability to communicate effectively, both written and verbally, with all levels of the College community and have demonstrated success as a creative and effective leader.

Required Skills & Abilities:

- Knowledge of College mission, services, policies and procedures
- A keen understanding and knowledge of phone campaigns, direct mail, and e-philanthropy
- Knowledge of donor segmentation
- Detailed knowledge of and commitment to professional standards and practices
- Excellent oral and written communication
- Knowledge of donor and alumni relations.

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- Ability to provide leadership for donor and alumni programming and events.
- Computer literacy skills including knowledge of Datatel, Word, Excel, and PowerPoint.
- Able to forge strong working relationships with others and a capacity for engaging confidence and trust among donors, parents and friends of Monmouth College

GENERAL EXPECTATIONS OF POSITION: Regular attendance on the job is an essential function of the position. Maintain regular and timely work hours as assigned by the position supervisor, and be prompt in arriving at the office every day; normal office hours are 8 a.m. to 5 p.m., Monday through Friday; regular schedule may be adjusted to reflect certain responsibilities. Work at least eight hours each day (not including breaks and lunch periods). Work additional time (weekends and evenings) as necessary to successfully carry out all position responsibilities and achieve program goals and results. Instructions and assignments are to be carried out in a manner that promotes and is consistent with the intrinsic goals of Monmouth College. All requirements are subject to change, with possible modifications made to reasonably accommodate individuals with disabilities.

WORK RELATIONSHIPS: Reports to the Vice President of Development and College Relations and works directly with other members of the Development and College Relations Staff. Daily contact with donors and associated persons. Frequent contact with staff, faculty, students, other members of the campus community, and public.

ADDITIONS, AMENDMENTS, AND DELETIONS: The whole or any portion of this Position Description may be added to, amended, or deleted at any time by the position supervisor, department head or President.

DISTRIBUTION: One (1) copy of this document will be provided to the employee, immediate supervisor, and department head. An additional copy will be maintained in the employee's personnel file.