



DESCRIPTION, DUTIES, AND EXPECTATIONS OF POSITION

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

PRIMARY DUTIES: Responsibilities may include, but are not necessarily limited to, the following:

ALUMNI ENGAGEMENT:

1. Assist in planning, organizing, executing, and evaluating alumni and other college events on and off campus, including but not limited to: Homecoming, Golden Scots Celebration Weekend, Senior Send-off, Monmouth Alumni events around the United States, President's holiday reception, etc.
2. Plan, coordinate, and staff the Monmouth Associates town-gown luncheon programs. Invite and confirm emcees and speakers for these programs. Promote upcoming Monmouth Associates programs to the community.
3. Provide support for the planning, preparation, promotion, and hosting of alumni milestone class reunions. Assist with mailings and prepare reunion booklets with updated information about members of each alumni reunion class.
4. Regularly set aside time to make several telephone calls to alumni. Have conversations with the alumni to encourage them to attend upcoming alumni gatherings scheduled in their city or area.
5. Provide coordination and support for the updating of information on alumni web pages on the college's website, sending mass e-mail messages to alumni, alumni census/data update questionnaires, alumni directories, referral of prospective students to the Office of Admission, alumni travel/tour programs, etc.
6. Provide administrative support for all activities of the Alumni Board of Directors.

7. Assist the College Communications staff with press release data compilation for graduates and Dean's List individuals.

ANNUAL GIVING:

1. Assist in planning, organizing, executing, and evaluating annual giving solicitations to secure philanthropic support for Monmouth College. These solicitations include targeted mailings, telephone calling, and e-communications to alumni, parents of current students and alumni, current and retired faculty/staff members, graduating seniors, businesses and vendors, and other friends of the college.
2. Help coordinate the faculty and staff campaign and senior class gift campaign.
3. Working with the Director of Alumni Engagement, ensure that details of stewardship plans are compiled and communicated to all involved parties, and that the plan is documented and implemented. (To include, but not limited to, strategic recognition of donors within the 1853 Society, first time donors, Loyal Scots Society, etc.)
4. Handle the logistics of preparing phonathon data reports and work to ensure accurate data sharing when finalizing the segmented calling records. Follow up on inquiries from donors and prospective donors requesting more information; ensure that this information is provided in a timely manner.
5. Assist in the regular analysis of donor giving, patterns and trends of participation, and the identification of weaknesses in giving and participation rates that need to be strategically addressed (e.g., younger alumni, middle-aged alumni disengaged with the college, etc.). Regularly track progress toward achieving Annual Fund financial and donor goals and metrics.
6. Maintain an operating procedures book for the Monmouth Fund area. Maintain copies -- with samples, data request forms, etc. -- of all completed Development mailings, phonathons, e-solicitations, and other solicitations.

GENERAL/OFFICE SUPPORT:

1. Utilize the Ellucian Colleague Communication Module, used in generating letters and other mail-merge documents. Coordinate and process mailings/solicitations for the department. Create, manage and code communication lists, including direct mail, email, text and phone lists. Strive to keep printing and mailing costs as low as possible.
2. Maintain storage and inventory of alumni gifts, mementos, merchandise, supplies for events and meetings, etc.
3. Assist office staff in the completion of projects, assignments, mailings, etc., whenever extra assistance is needed. Help staff Homecoming, Scots Day of Giving, Golden Scots Weekend, and other department events.

4. Serve as back up to Records Coordinator in their absence or peak times of work load for tasks related to receiving guests and answering main department phone line. (e.g., answer toll-free line, event registrations, gift receiving, transferred switchboard calls, greet visitors, etc.).
5. Provide administrative support to the Director of Alumni Engagement, including typing, filing, etc. Provide office coordination through management of the drop date calendar, creating and sharing weekly reports and documenting all mailings.
6. Manage the student workers of the Alumni and Monmouth Fund area. Help manage the time approval for phonathon student employees.
7. Other duties and projects as assigned.

JOB REQUIREMENTS/QUALIFICATIONS (required unless otherwise noted):

- A minimum of a bachelor's degree. Though relevant professional experience may be substituted.
- Professional and/or volunteer experience in philanthropic fundraising, nonprofit organizations, public relations, advertising, marketing, or a related field is required.
- Excellent interpersonal, writing, and speaking skills.
- Must be highly organized, able to work independently, and have an ability to work under pressure to coordinate multiple requests and meet competing deadlines.
- Must be able to work collaboratively and interface with people at all levels. Ability to maintain good relationships with professional colleagues, donors, alumni, parents, faculty, staff, and students is required.
- Possess a warm, outgoing, energetic, positive demeanor.
- Demonstrated personal integrity and professional confidentiality.
- Ability and willingness to work evenings and weekends to participate in other Development and College Relations events and activities.
- General knowledge of Windows applications and familiarity with relational databases and expert knowledge of database management practices requires.
- Superior analytical skill and the ability to locate and accurately interpret financial information.
- Familiarity with, and appreciation for, the role of the small liberal arts college is essential.

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 Director of Alumni Engagement. Works directly with Office of Development and College Relations staff and other college staff. Supervises student workers. Daily contact with alumni, students, staff, faculty, and the general 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 Director of Personnel or the position supervisor with the approval of the Director of Personnel.

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.