

Warren Wilson College
Position Description

POSITION: Director of Alumni Relations

DEPARTMENT: Alumni Relations/Advancement

REPORTS TO: Vice President for Advancement

POSITION SUMMARY:

The Director of Alumni Relations creates and implements a strategic alumni relations program that increases awareness of the College and involvement in the College by the 6,000+/- Warren Wilson College alumni. Primary responsibilities include providing staff support and leadership to the Alumni Board, providing leadership and assistance to the alumni communications plan (i.e: Web), marketing major events to achieve maximum attendance and recruiting leadership for the Alumni Board and class reunions (especially the 50th and 25th reunion classes).

SPECIFIC RESPONSIBILITIES:

Planning

- Creates and implements a plan for alumni relations in support of the College's Strategic Plan and Mission Statement. When the College is in a campaign, the alumni relations plan also supports the campaign priorities.
- Creates a plan for cultivating high reunion attendance, especially for the 50th and 25th reunion classes.
- Works with other members of the Advancement Office in creating and implementing the Alumni Relations Plan.

Outreach/Communications

- Serves as a liaison to the alumni body to keep them connected to each other and the College through general correspondence, emails, telephone calls, cultivation gifts, cards, invitations to events, etc.
- Reviews and adds information (from phone calls and contacts) to the Owl and Spade's class notes section, suggests alumni to profile for the Owl & Spade, and provides the Editor with feedback from alumni about what they most read and look for in the magazine.
- Reviews regularly the alumni section of the College's website and provides content for the maintenance of this website to assure accuracy and timeliness of information. Provides accurate & timely content for special reunion pages.
- Plans and directs the Homecoming Weekend in collaboration with fellow Advancement Staff members and the campus community.
- Plans the Annual Meeting of the Warren Wilson College Alumni Association, including special events, the meeting agenda and meeting logistics.

Reunions.

- Directs all aspects of alumni reunions beginning planning 24 months prior reunion.
 - Creates the promotion schedule for the events.
 - Oversees all hospitality logistics of reunion weekend.
 - Manages Alumni Board members, faculty, students and other volunteers in the planning and implementation of the reunion weekend.
 - Communicates and coordinates with the Directors of Development, Annual Giving and Advancement Office regarding plans for special reunion classes.
- Cultivates especially 50th and 25th reunion classes
 - Directs 50th and 25th reunion chairs in their volunteer roles.
 - Works with the Directors of the Advancement Office and Annual Giving to maximize the 50th and 25th reunion gifts.

Alumni Board

- Manages the Alumni Board through its volunteer leadership.
- Works closely with the Alumni Board president in creating strategy and plans.
- Directs the executive committee of the Alumni Board towards focusing Board energy and efforts towards supporting the goals of the College.
- Involves Alumni Board members in special events that include alumni such as area gatherings, reunions, the Annual Meeting and Senior Dinners.

Other Special Events.

- Organizes the Senior Dinner
- Organizes other events for donor recognition or cultivation as needed.

WORKING CONDITIONS:

Some evening and weekend hours are required, along with occasional travel.

QUALIFICATIONS

- Excellent organization skills, outstanding people skills, including the ability to connect people with one another and, most importantly, to the College.
- Understands the role external relations plays in fundraising.
- Ability to effectively articulate the goals and mission of the College to the alumni and to strategically organize their efforts on behalf of the College's highest priorities.
- Ability to communicate effectively, both orally and in writing.
- Bachelor's degree required.
- Experience in effectively coordinating and executing regional gatherings.

This position description is not all-inclusive, as other tasks or responsibilities may be assigned.