

Warren Wilson College
Position Description

POSITION: Director of Community Relations

DEPARTMENT: Advancement

REPORTS TO: Vice President for Advancement

POSITION SUMMARY:

The Director of Community Relations creates and implements a strategic program that increases awareness of and engagement with the College by its 18,000+/- constituents. Primary responsibilities include providing outreach, staff support, and leadership to the many constituencies that support Warren Wilson College. This position will have overall responsibility for engaging and communicating with friends, parents, grandparents, trustees, partners of trustees, former trustees, certain groups of alumni (e.g. ANTC alumna), and Swannanoa Gathering attendees. The Director of Community Relations will create new programs for increasing interest and participation in the College and will market events to achieve maximum attendance and involvement. In addition, the Director manages and guides the Warren Wilson College Circle.

SPECIFIC RESPONSIBILITIES:

Planning

- Creates and implements a plan for Warren Wilson College constituencies in support of the College's Strategic Plan and Mission Statement. When the College is in a comprehensive campaign, the community relations plan also supports the campaign priorities
- Researches and implements new events and program opportunities to generate greater college engagement, both on and off campus
- Works with Dean of Students and Vice President for Advancement to establish an active Family Council

Outreach/Communications

- Develop and execute a regular communications plan with specific constituent groups (e.g. trustees)
- Manages Friends Association

Events

- Organizes the Weekend at Wilson
- Coordinates regular programming for trustees' partners
- Plans and coordinates Warren Wilson College Circle events
- Organizes other events for cultivation, recognition, and stewardship as needed
- Coordinates and leads Homecoming Committee
- Assists colleagues in Advancement Office in the preparation and coordination of other major events

Warren Wilson College Circle

- Compile and regularly update Circle prospect list
- Work with Directors of Development and Annual Giving to assign prospects and record current status

- Create and manage regular solicitation and communication pieces for Circle members
- Perform relevant and ongoing stewardship of Circle members

WORKING CONDITIONS

- Some evening and weekend hours are required
- Travel required – regionally and nationally

QUALIFICATIONS

- Excellent planning skills, organizational skills, outstanding people skills, including the ability to connect people with one another and to the College
- Ability to effectively articulate the goals and mission of the College to the various constituencies and to strategically organize their efforts on behalf of the College's highest priorities
- Superior communication skills, both orally and in writing
- Professional demeanor, good judgment, and the ability to work independently, but collaboratively, in a goal-oriented team environment
- Bachelor's degree required

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