



## The Position

Reporting to the Director of Advancement, the Assistant Director of Annual Giving and Alumni Relations is responsible for building relationships with and supporting programs for Lake Ridge Academy (LRA) donors and alumni to engage them in activities that will enhance the future of the school. The Assistant Director will design a comprehensive approach to manage all aspects of annual giving, focusing on LYBUNTS, SYBUNTS, current donors, the Royals Fund, and managing LRA's Aspire Scholarship (State of Ohio SGO fundraising initiative). The position will also manage the existing Alumni Relations program with the goal of improving Alumni involvement, participation, and revenue. The Assistant Director will implement a strategic approach to identify, qualify, and cultivate alumni as partners, advocates, and supporters. Metrics and ISACS (Independent School Association of the Central States) benchmarks will be used to determine and track progress toward the overall annual giving attainment goals

## Primary Job Functions

- **Create and implement an Annual Giving strategy.** Work with the Director of Advancement to create an annual strategic plan and calendar (that includes social postings, mailed, and emailed pieces) for the Annual Fund and the OAIS SGO (Aspire Scholarship) to increase philanthropic support across constituency groups, such as but not limited to, current parents, current grandparents, alumni, and students. Focus on year-end appeals, student engagement appeals, #GivingTuesday, Give Day, and Teacher Appreciation Week.
- **Use data, metrics, and benchmarks to report on progress toward all goals, including the annual giving and SGO attainment goal.** Assess all appeals (fundraising and otherwise) using meaningful evaluations, and implement revisions as needed.
- **Implement and evaluate an alumni engagement strategy.** Work with the Director of Advancement to implement an annual strategic plan and calendar (that includes social postings, mailed pieces, and emailed pieces) for alumni programming that includes class reunions, regional events, summer and fall reunion events, events on campus, virtual events, and other programs to broaden the network of involved, engaged alumni.
- **Coordinate and manage groups of alumni volunteers.** Oversee the Alumni Council, and the Class Agent program, including recruitment, communications, planning and executing meetings and projects, and renewal of volunteer roles.



- **Support the Annual Giving and Alumni Relations budget.** Track expenditures and revenue in real-time and evaluate expenditures to ensure expenses are aligned with goals.
- **Encourage alumni-to-student relationships** through Career Day, Town Meeting speaking opportunities, internship and job shadowing opportunities, academic program mentorships, and other activities.

### **Minimum Requirements**

- A bachelor's degree;
- Four (4) to six (6) years of work experience in advancement/fundraising with a proven track record of planning and managing successful appeals;
- Knowledge of engagement best practices and fundraising principles;
- Experience using Raisers Edge or similar donor database software;
- Demonstrated experience with donor qualification and donor recruitment/retention improvement;
- Positive attitude and proven ability to meet face-to-face with all levels of constituents (donors, parents, alumni, and volunteers);
- History of successful teamwork and collaboration, including the ability to effectively multi-task and prioritize;
- Excellent communication skills, verbal and written;
- Ability to work occasional evenings and weekends during peak periods;
- A commitment to diversity, equity, and inclusion.

### **Additional Desired Requirements**

- Experience in the K-12 independent school space;
- Experience with the State of Ohio Scholarship Granting Organization initiative;
- Comfort with public speaking to large groups;
- Experience with alumni/donor qualification and alumni/ donor recruitment/retention improvement plan;