



The Position

Reporting to the Director of Advancement, the Assistant Director of Special Events and Alumni Relations is responsible for building relationships with and supporting programs for Lake Ridge Academy (LRA) alumni to engage them in activities that will enhance the future of the school. The position will manage the existing Alumni Relations program with the goal of improving Alumni involvement, participation, and revenue. This work will be achieved by connecting alumni to LRA via communications and events, serving alumni with opportunities to volunteer to advance LRA with their time and talent, and supporting LRA through promoting the school, building mentorship networks, and inspiring alumni to give. The Assistant Director will implement a strategic approach to identify, qualify, and cultivate alumni as partners, advocates, and supporters. This position requires the Assistant Director of Special Events and Alumni Relations to work closely with other members of the Advancement Team, the Admissions team and the Marketing team to ensure a coordinated, effective, and strategic approach.

Primary Job Functions

- **Implement and evaluate an alumni engagement strategy.** Work with the Director of Advancement and other members of the Advancement Team to implement an annual strategic plan and calendar (that includes social posting, 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.
- **Use data, metrics, and benchmarks to report on progress to the goal of increasing alumni participation and special event net revenue.** With support from the Director of Advancement, assess special events using meaningful evaluations, and implement revisions as needed. Use advancement platforms such as Salsa, Thankview, and Wealth Engine to run queries and exports to identify alumni for engagement and maintain excellent information within the internal database to improve alumni outreach.
- **Coordinate and manage groups of alumni volunteers.** Oversee aspects of the Alumni Council, and the Class Agent program, including recruitment, communications, planning and executing meetings and projects, and renewal of volunteer roles.
- **Organize and successfully execute all Advancement fundraising events, with support from the Director of Advancement,** such as the annual 5K, Golf Outing, and Auction/Gala (including the Hall of Fame portion). This includes fundraising such as selling



tickets, sponsorships, ad space, and securing contracts with vendors, communicating with venues and/or the appropriate personnel at Lake Ridge Academy, communicating with and managing volunteers for the events, generating and managing invitee address lists; drafting and handling mailings (internally or with a printer/mail house), drafting and scheduling email and social media invitations and reminders, tracking, logging, and responding to RSVPs, supervising set-up of events, being present to assist vendors, volunteers, and guests at the event, and clean-up following events. Develop a protocol for meaningful follow-up after all events to assess and improve programs and track and report gross and net revenue to increase year over year.

- **Leverage digital media and virtual communications to strengthen alumni and event engagement.** Manage communications related to event promotion and follow-up by providing messaging, images, links, and information. Create alumni-related communication newsletters. Communicate directly with alumni using face-to-face contact, personal correspondence, direct mail, email, and social media.
- **Support the Special Events 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

- 4-year college degree;
- Demonstrated experience engaging and connecting people in support of a shared mission;
- Experience supporting or managing large-scale special events and managing volunteers and/or event staff;
- Proven ability to meaningfully engage multiple constituents (donors, parents, alumni, and volunteers) in person and remotely;
- 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;
- Comfort with public speaking to large groups;
- Experience with alumni/donor qualification and alumni/ donor recruitment/retention improvement plan;
- Past experience with or knowledge of Lake Ridge Academy.