

Position Purpose: The Assistant Director of Alumni Relations and Annual Giving oversees the Annual Fund and a robust alumni reunion program in support of goals to reconnect alumni to the school, encourage increased giving, and identify volunteer and donor leadership.

Overarching Job Responsibilities

1. Support the mission of the school and maintains a personal working commitment to the school's four core values of respect, integrity, scholarship and personal best.
2. Support overarching department goals while working towards reunion-specific goals.
3. Develop relationships with alumni with the long view in mind – Lake Ridge for a lifetime.
4. As one of three Alumni Relations and Development team members, the candidate can expect to assist with other non-reunion projects on a regular basis that may include event planning, event staffing, direct mail appeals, gift processing and other development work.

Job-Specific Responsibilities

1. Serve as the project manager and lead strategist for reunion activities, including the cultivation and solicitation of leadership donors.
2. Manage volunteers and class leaders .
3. Assess, design and implement strategies to enhance existing successful programs and create new activities that further fundraising goals and alumni relationships with the school.
4. Develop and maintain reunion related communications with classes that may include electronic newsletters, class specific updates, social media posts and direct mail appeals.
5. Recruit class leaders and prepare them to rally other class members around a class gift and reunion attendance.
6. In coordination with the Director of Alumni Relations and Annual Giving, coordinate activities associated with Reunion Week, including individual class dinners, the Hall of Fame Ceremony, and other reunion events.
7. In coordination with the Senior Director of Development, request annual and major gifts from all reunion alumni.
8. In coordination with the Director of Alumni Relations and Annual Giving, travel to meet with class members, request reunion gifts, and implement regional events.
9. Plan local and regional alumni events that serve to build excitement about the main reunion event and qualify key reunion prospects for future solicitation.
10. Maintain a working knowledge of planned giving opportunities in order to identify alumni who may be in positions to offer a major gift using planned giving vehicles.
11. Work with staff and teachers to engage key reunion prospects in the life of the school and with current students.
12. Maintain productive records of alumni interactions in order to prepare prospects for future major gift requests.
13. In coordination with the Senior Director of Development, develop cultivation strategies to develop meaningful relationships with key major gift prospects.

Basic Qualifications

1. The position requires a sophisticated and comprehensive understanding of event planning, volunteer and donor management, annual giving best practices, and major gift principles resulting from 2-3 years or more of related experience preferably in education.
2. The candidate must demonstrate high degrees of professionalism, integrity, self-motivation, collegiality and organization.
3. Strong communication skills, including strong listening skills, are essential.
4. Must be able to work independently and collaboratively and with a high degree of organizational skills.
5. Experience working with a Customer Relationship Database (CRM) such as Raiser's Edge, Salsa, etc., Microsoft Office products (especially Excel and Word), Google (G Suite) collaboration tools, Adobe Creative suite.
6. Ability to manage multiple projects, priorities and deadlines.

Candidates should submit a cover letter, resume and list of references. A review of candidates will begin on April 1, 2020 and continue until the position is filled.