

WESTMONT COLLEGE

Senior Director of Alumni and Parent Relations

Office for College Advancement

Position Summary:

Responsible for the development of deep and long-lasting relationships between Westmont College and its 22,000 alumni and more than 25,000 parents. Serves on advancement senior leadership team. Leads and manages alumni and parent relations team and is responsible for the vision, design, planning and implementation of programs that build and strengthen alumni and parent relations and assist in securing financial resources to extend the reach and influence of the college. Gives significant attention to developing and maintaining a volunteer network.

Qualifications:

Requirements include: Bachelor's Degree; minimum of 5 years' in higher education and demonstrated effectiveness as a supervisor, extensive background working with alumni and parents desired. Previous experience collaborating and supporting fundraising among alumni and parents. Strong relational skills and demonstrated ability to make effective oral and written presentations. Must be willing and able to travel. Experience with Salesforce CRM, Google and Microsoft suites strongly desired, and willingness to learn and leverage additional technology resources. Personal affirmation of the Christian mission of Westmont College and the Community Life Statement and adherence to its behavioral expectations required. Clear understanding of and ability to articulate the distinctives of a Christian liberal arts education. Westmont alumni preferred.

Responsibilities:

Develop and implement strategic initiatives that increase alumni affinity and parents' connection to Westmont and nurture joyful reciprocity that may include prayer, advocacy, volunteerism and philanthropy. Develop and manage Key Performance Indicators to evaluate progress toward goals. The following areas support these goals:

Host Excellent Events for Alumni and Parents

- Develop, manage and supervise staff for signature events such as: Homecoming, Parents Orientation, First Year Parents Weekend, Incoming Parents, and spring Parents Weekend, including coordination of volunteers, facility usage, publicity, student recruitment and training. Design, implement and direct all programs and activities.
- Provide oversight for the recruitment of Reunion class leaders. Ensure all aspects of reunion events are in place (communications, venue, invitations).
- Develop and execute schedules for local and regional events for alumni and/or parents. Could include regional send offs for new students and events to network current parents.
- As needed, assist the President and VP for College Advancement in planning and executing regional events that further the reach and goals of the college.

Offer Services that Increase Alumni and Parent Affinity

- Oversee development and management of a new custom-built alumni online platform.
- Collaborate with a variety of departments to support mutual goals that service alumni and parents, including Admissions, Athletics, Campus Life, Campus Pastor, Career Center, Conference Services, Dallas Willard Center, Student Life, Provost and faculty.
- Explore and develop services for alumni that strength their affinity, such as book groups, discounts, and career development.

Communicate with Alumni and Parents

- Oversee and supervise the team to respond to alumni and parent needs in person, by phone and email. Ensure support staff sends appropriate communications (such as sympathy cards).
- Manage communication with alumni and parents through mailings, email, alumni portal, e-newsletters and social media.
- Ensure regular updates of the alumni and parent web pages.
- Coordinate video content creation that serves event and program needs.
- Collaborate with Enrollment, Marketing and Communications to produce timely communications.

Develop Alumni and Parents as Volunteer Network

- Recruit, manage and equip volunteers for the Alumni Advisory Council and Parents Council.
- Seek input into the strategic planning process from alumni and parents
- Build out and grow the volunteer alumni and parent network toward significant assistance with local and regional events.

Coordinate on a Variety of Philanthropy Opportunities

- Collaborate on fundraising strategies with Annual Giving, Gift Planning and Major Gifts and support key advancement events.

Support the Transition from Student to Alum and Lifelong Career Support

- Implement strategies and programs for current students, including class identification programs, December graduate celebrations, cap and gown orders, and young-alumni events and resources.
- Support career resources for alumni

Expectations for workplace demeanor include but are not limited to: working collaboratively and harmoniously with co-workers, customers and others by sharing ideas and resources willingly, constructively and positively; listening to and objectively and respectfully considering the ideas and perspectives of others; readily admitting and correcting personal mistakes; meeting commitments; keeping your supervisor and others who may be affected informed about work progress; addressing problems willingly and constructively to discover practical and lasting solutions acceptable to all parties; working promptly toward reconciliation and forgiveness during conflict; respecting the diversity of our community in words and deeds.

Other duties as assigned.

REPORTS TO: Vice President of College Advancement