



## Job Profile

Job Title:	Alumnae & Constituent Relations Associate
Department:	Advancement
Reports to:	Director of Advancement
Date:	6/22/20

### General Summary

*What is the primary purpose of this position?*

The Alumnae & Constituent Relations Associate is responsible for developing and implementing a comprehensive engagement program designed to provide meaningful opportunities for volunteerism, personal and professional development, and events and programs for alumnae to enhance loyalty, dedication and support for St. Francis Catholic High School. This position is responsible for relationship building, output of communications, and event support that ultimately strengthens alumnae involvement, including alumnae parent involvement, with the financial support of the school. The Alumnae & Constituent Relations Associate supports all Advancement Department activities and donor relation programs including the annual fund, fundraising events and legacy gifts. The ideal candidate is a resourceful individual with superior interpersonal, relationship-building, written, and organizational skills, who is also a self-starter, able to handle multiple priorities, and detail-oriented.

### Essential Responsibilities

*List all major job functions performed on a regular basis.*

**All areas of responsibility must be operated consistent with the Catholic mission of the school.**

- Alumnae Relations** - Ensures that the Catholic mission of the school reaches beyond the boundary of graduation and into the lives of alumnae and their families. (60%)
- In cooperation with the Director of Advancement, develops, implements, and maintains a comprehensive alumna and alumnae parent relations strategy.
  - Establishes and builds relationships with a wide range of alumnae locally, regionally, nationally, and internationally; maintains regular communication with alumnae via direct contact (phone and in person), email, alumnae Web pages, and print publications.
  - Collaborates closely with advancement colleagues in increasing support from alumnae; routinely identifies and qualifies alumnae prospects for gifts; communicates development-related activities via written contact reports filed in Raiser's Edge and periodic attendance at prospect management meetings as needed.
  - Works closely with faculty and staff that have frequent contact with alumnae, especially Guidance, Campus Ministry, Athletics, and the Arts, to develop and implement their strategies for alumnae.
  - Recruits and maintains a fully engaged Class Rep program that acts as an extension of the Alumnae & Constituent Relations Associate to promote school, advancement and alumnae events, programs and initiatives that support and advance the mission of the school, including annual fund, Day of Giving, fundraising events, and legacy gifts.
  - Builds and maintains a strong alumnae reunion program that maximizes attendance, promotes involvement and giving, and incorporates a St. Francis presence at each one; provides support and oversight for facility use and finances at such events.

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- Manages the student and young alumnae engagement plans to build life-long connections and facilitate continued engagement and support of St. Francis, beginning with Senior Sequester, through young alumnae programs and events. Promotes the development of current students as future alumnae.
- Partners with the Director of Advancement, Executive Staff, Guidance and Student Services to plan the growth and accessibility of career networking services for students and alumnae, including an annual Career Day and the introduction of a mentorship program.
- Develops and manages an effective volunteer management system that supports the objective of engaging alumnae in meaningful volunteer opportunities and serving as a source for alumnae talent and resources for students, faculty and staff.
- Ensures accurate and complete alumnae database records; captures contact, biographical and career information of alumnae via conversations, surveys, projects (e.g. PCI alumnae directory), correspondence, website, postal returns, etc. Ensures graduating students' contact information is captured and updated before leaving the school.
- Plans, implements, and promotes new alumnae and constituent relations programs that support the Advancement Department of St. Francis Catholic High School; develops and submits for approval by the Director of Advancement.

### **Communication & Stewardship (15%)**

- Engages alumnae in the life of St. Francis through consistent and positive communication using face-to-face, telephone, electronic, print and social media.
- Serves as a liaison to the alumnae to keep them connected to each other and to St. Francis.
- Manages a stewardship program with a focus on creatively appreciating alumnae including through regular phone calls and notes to donors.
- In conjunction with the Director of Advancement and Communications Team, creates and develops Alumnae and Constituent communications and materials in a manner that cultivates sustained interest in department activities and programs and financial support for the school.
- Working with the Director of Advancement and the Communications Team, maintains and updates the department's Web page, writes and posts Alumnae news on Facebook and other social media and creates compelling content for Alumnae section of Pax et Bonum magazine.

### **Events (15%)**

- Manages the registration process for all alumnae events, including the creation of online response forms, tracking alumna responses, and overseeing registration management (registrant outreach, RSVP lists, briefings, nametags, greeting, coordinating donor recognition, tracking attendance, post-event surveys) through close partnership with internal partners.
- Arranges for the collection of event registration fees using online registration programming and occasionally handling and accepting cash and/or checks. Adheres to the cash management policy outlined by the Finance Department.
- Staffs events and provides on-site coordination with vendors and other staff, primarily at local alumnae events, creating a welcoming on-site registration process and meaningful event experience. Occasional evenings and weekends are required.
- Executes timely contracts with vendors, including deposits and other necessary agreements. Ensures the school is appropriately indemnified for the service of all contractual vendors at events both on and off site.
- Recruits, trains, supports, and supervises volunteers for Alumnae and Constituent events in a manner that achieves goals while also fostering satisfaction and engagement.



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- Raises funds for select special projects and events in collaboration with Advancement colleagues.
- Supports the Director of Advancement and the Special Events Associate with the organization and implementation of Advancement special events, including the school's large fundraising events.

### **General (10%)**

- Oversees and balances the budget for Alumnae Relations within the Advancement Department budget; develops project and event budgets and works within the budgeting parameters. Oversees volunteer spending to ensure expenditure compliance. Creates post event expense and income summaries.
- Attends and supports all Advancement Department meetings and events as requested.
- Looks for opportunities to partner with the Director of Admissions to spearhead the introduction of alumnae involvement in the admissions process.
- Remains competent and current through self-directed professional reading, developing professional contacts with colleagues and attending professional development seminars.

## Job Specifications/Requirements

*List skills/experience required for adequate performance in this position. List preferred experience and skills, if any.*

### Education:

Bachelor's Degree in a related field is required.

### Job experience:

- Three or more years of experience in an alumni/alumnae relations office, development or fundraising, public relations or sales with responsibility for donor relationships, outreach, solicitation and communications.
- Demonstrated ability to strategize, implement and build alumnae programs and activities, along with a talent for motivating these groups to attend, support and volunteer.
- Ability to organize and complete multiple tasks simultaneously with close attention to detail and prioritization to meet deadlines. Demonstrably strong writing, planning and organizational skills.
- Flexibility and initiative, as well as the ability to work independently, combined with the skills for thriving in a team environment to achieve advancement goals.
- Experience appropriately handling confidential information.
- Experience working with volunteers.
- Extensive experience with Raiser's Edge or a similar constituent database.
- Experience planning and managing events preferred.
- A demonstrated record of accomplishment.

### Technical/Functional skills:

- High standards of professionalism and confidentiality; represent the school, department, and alumnae community with a positive disposition and compelling and articulate conversation.



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- Friendly and helpful demeanor, with a strong understanding of fostering relationships and engagement. Excellent communication and interpersonal skills, together with the ability to work collaboratively and courteously with colleagues throughout the school, alumnae, other constituents, and the public.
- Excellent oral and written communications skills, organizational and leadership skills.
- Ability to articulate a compelling case statement for donors to support St. Francis High School.
- Ability to manage networking and community building events and work with volunteers.
- Knowledge of and experience with social networking applications.
- Initiative and attention to detail while working in a fast-paced, team-oriented environment.
- Excellent time management skills; ability to prioritize multiple projects.
- Ability and willingness to travel for Advancement Department events and activities as needed.
- Occasionally required to lift and carry boxes of materials and supplies.
- Willingness to participate in the life of the campus.
- Knowledgeable in various computer applications related to the duties and responsibilities specified. Advanced database knowledge, MS Excel, Google Forms, Blackbaud Raiser's Edge and event software preferred (Adobe Creative Suite a plus).

### Other Requirements:

Other duties may be required as needed. Occasional evenings and weekends are required.