

# ASSOCIATE DIRECTOR OF DEVELOPMENT/ALUMNI RELATIONS Grade 13 VSC - UP PAT Bargaining Unit EXEMPT

#### BASIC FUNCTION

To serve as a development and alumni relations generalist responsible for administering all aspects of the alumni functions including annual giving and alumni events. In addition, assist director and dean in the identification of major gift prospects, researching data and keeping accurate records.

#### CHARACTERISTIC DUTIES & RESPONSIBILITIES

- Manage all aspects of the annual giving program including development of giving materials, phonathon, etc.
- Plan, organize, and implement a strategy to successfully develop and nurture productive relationships with alumni through events and programming.
- Plan and manage alumni events and activities.
- Partner with the Development and Alumni staff in advising prospect information, engagement, and solicitation strategies for major gift donors.
- Conduct personal and telephone solicitation of alumni and friends of the college.
- Research, identify, and pursue potential individuals and businesses for major gift solicitation.
- Implement effective prospect identification methodologies to uncover new potential donors.
- Design and research products as needed to fulfill the information needs of the department.
- Manage collection, analysis, interpretation, and documentation of information on individuals and corporations.
- Keep abreast of new developments and practices related to department functions.
- Other duties as assigned.

## SUPERVISION RECEIVED

Direction is received from the Dean of Institutional Advancement

#### SUPERVISION EXERCISED

None

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## MINIMUM QUALIFICATIONS

Bachelors degree in appropriate discipline plus two to four years of relevant training and experience in related field, or a combination of education and experience from which comparable knowledge and skills are acquired.

- Excellent oral and written communication skills.
- Ability to work independently.
- Proficiency in multiple computer software applications (Raiser's Edge preferred).
- Flexibility in schedule in organizing and attending some evening and weekend college functions as required.
- Ability to travel and be on the road approximately 20% of time. Personal visits to potential donors required.
- A strong commitment to confidentiality and professionalism.

This general outline illustrates the type of work which characterizes the job classification. It is not an all encompassing statement of the specific duties, responsibilities and qualifications of individual positions assigned to the classification.

10/06