



Job Classification Description

DIRECTOR, ALUMNI RELATIONS & GIVING VSC UP – PAT BARGAINING UNIT

**GRADE 14
Exempt**

BASIC FUNCTION

To provide leadership and support for all alumni programs of the College. To direct, coordinate and provide a full range of support for development efforts of the College.

CHARACTERISTIC DUTIES & RESPONSIBILITIES

- Plan, execute and evaluate the Castleton State College Annual Fund.
- Recruit, hire, train and supervise student coordinators and callers; Oversee the design, printing and distribution of materials to enlist caller staff; design reports to evaluate information and results obtained through various fundraising efforts.
- Design and implement a mailing schedule to interface with master-calling calendar.
- Update and maintain the Caller's Manual including information and techniques for successful fundraising.
- Develop lead and direct mail letters to various constituent types - general alumni, parents, faculty, vendors, etc.
- Oversee the coordinators' merchant solicitation
- Assist with the management of the Annual Fund Program budget including caller and coordinator stipends, pledge cards, reminders and recognition items.
- Using a written evaluation of the Annual Fund, produce a plan for the following year's Annual Fund Plan.
- Serve as chief liaison to the Alumni Association.
- Develop an Alumni Relations annual plan.