



## **Manager, Alumni Relations and Annual Fund** Office of Advancement

### **JOB SUMMARY:**

The manager's primary responsibility is the strategic development of a coordinated matrix of communication and solicitation strategies involving email, direct mail, phone/mail, personal visitation and volunteer engagement, all focused on shaping a sustainable tradition of annual support. The manager provides strategic direction and long-range/short-range planning for all these areas in the context of growing the annual giving program while supporting the greater development and campaign goals of University Advancement.

### **DUTIES AND RESPONSIBILITIES:**

Under the overall direction of the Chief Advancement Officer and direct supervision of the Manager of Development, the **Manager, Alumni Relations and Annual Fund** is responsible for coordinating all contact and services to university alumni. Specific activities include management of the activities and meetings of the Alumni Leadership Council (ALC); implementation of alumni benefits and activities; maintenance of alumni records and mailings; and organization and management of alumni receptions, events, and special activities.

- Manages, supports, and coordinates all activities for the Spalding Alumni Association and ALC to build and cultivate alumni involvement of Spalding University, resulting in a greater sense of alumni loyalty and higher levels of alumni financial support.
- Plans, creates, implements, manages, and evaluates colleagues on all Advancement Events
- Identify segments of the alumni population who will be targeted for gifts. Develop strategy to cultivate, solicit, and steward target population.
- Analyze giving trends for target segments. Set specific annual donor and financial goals for fundraising initiatives, including the renewal and upgrading of existing donors, and identification and acquisition of new donors. Monitor progress towards goals.
- Develop letters, brochures, stewardship materials, training materials for volunteers and staff, and other materials needed to support these activities.
- Designs and manages alumni reunion and other social activities for the alumni association that support the development and alumni cultivation priorities of the institution.
- Maintains regular communication with Deans and Chairs to identify alumni for volunteer, recognition, cultivations, and mentoring opportunities.
- Works with Deans and Chairs to build alumni affiliation opportunities within the departments and to develop school and college alumni groups where appropriate.
- Functions as primary staff liaison to department specific Alumni Associations.
- Works with other University departments (i.e. Student Development and Campus Life, Admissions, etc.) to develop and implement alumni services programs that involve departments across campus.
- Identifies, communicates, and coordinates opportunities for alumni involvement across campus as mentors, job coaches, etc.

- Manages all communications with alumni, both print, electronic and any social media pertaining to the Spalding Alumni Association and its activities
- Plans, creates, implements, manages, and evaluates new and ongoing alumni programs.
- Maintains ALC records, coordinates membership and term information, and ensures adherence to the ALC practices and procedures.
- Identifies those alumni who are appropriate for cultivation and solicitation at higher levels, and passes such information along to Chief Advancement Officer and Manager of Development.
- Perform other duties as assigned.

**SKILLS AND EDUCATIONAL REQUIREMENTS:**

- Bachelor's degree and/or equivalent years of experience.
- Basic understanding of fundraising activities.
- Excellent organizational skills.
- Good decision making skills.
- Computer literate, including knowledge and experience in the use of current administrative software systems.
- Team participation and interpersonal/human relations skills.
- Detail oriented.
- Ability to coordinate multiple tasks.
- Ability to maintain confidentiality.

**WORKING CONDITIONS:**

- Working hours may fluctuate based upon university deadlines, projects being undertaken, and the types of services needing to be provided to a broad constituency.
- Invest the necessary time in performing all tasks necessary in order to accomplish assigned work.
- Work is generally performed in a typical interior/office work environment but occasionally requires local travel and off site event management.
- Work occasionally requires lifting, walking, and standing.
- Occasional evening and weekend work will be required.
- No or very limited exposure to physical risk.

**NEEDED ATTRIBUTES:**

- Prioritize in order to meet assigned deadlines.
- Plan, organize, and make decisions.
- Function in a professional manner, and demonstrate a positive attitude.
- Perform as an effective team member, managing a variety of projects at the same time.

**CONTACT:**

To apply, please electronically submit your resume along with a letter of interest to:

Yolanda Peterson

Human Resources Coordinator

[ypeterson@spalding.edu](mailto:ypeterson@spalding.edu)

## **ABOUT SPALDING UNIVERSITY:**

Nestled in the midst of Kentucky's largest city, historic Spalding University combines a rich history and a commitment to community service as we attract students who desire a high quality education in a very personalized setting. An engaged faculty serves nearly 2500 students at the bachelors', masters and doctoral levels, providing quality, real-world learning in liberal and professional studies.

Faculty, staff and students are united by the institutional mission:

***Spalding University is a diverse community of learners dedicated to meeting the needs of the times in the tradition of the Sisters of Charity of Nazareth through quality undergraduate and graduate liberal and professional studies, grounded in spiritual values, with emphasis on service and the promotion of peace and justice.***

With a focus on community service and leadership, Spalding offers all students a mission-driven connection to community and comprehensive learning resources while striking a distinctive balance serving the educational needs of both the traditional student and the working adult. In addition, our unique 6-week session delivery format affords students needed scheduling flexibility amidst other life responsibilities.

Spalding University is an Equal Employment Opportunity/Affirmative Action employer. The University complies with all federal, state and local equal employment opportunity laws. It is the University's policy not to discriminate against any individual or group of individuals and to provide equal employment opportunity to all qualified persons regardless of race, color, national origin, age, disability, religion, sex, pregnancy, sexual orientation, gender identity, marital status, military status, veteran status or other protected status. All job offers are contingent upon successful completion of a pre-employment drug screening as well as a criminal background check.