



Director of Alumni and Parent Relations Job Description

University Mission: Concordia University is a Christian university preparing leaders for the transformation of society.

Unit or Department: Concordia University Foundation.

Unit/Department Mission: The mission of the Concordia University Foundation is to articulate, disseminate and resource the vision of Concordia University.

Position title: Director of Alumni and Parent Relations

Mission of the position (overall goal): The Director of Alumni and Parent Relations position will provide outstanding leadership, initiative, and management to build and strengthen a comprehensive Alumni and Parent Relations Program for Concordia University focused on increasing alumni and parent participation and financial support. In addition to implementing a multi-faceted program that serves thousands of alumni, as well as the parents and key family members of these alumni, the Director is a strategic leader, fundraiser, and team player, providing vision, direction and support to strengthen alumni involvement with and financial support of the school.

Summary of the position (how the overall goal is reached): The successful candidates will increase the vitality, participation, programming, and annual giving of Concordia alumni and parents by providing outstanding leadership, innovative outreach, alumni cultivation and a myriad of opportunities for alumni and parents to grow their involvement with Concordia University and by working closely with annual giving and major gift officers in the identification and cultivation of volunteers and donors.

Staff relationships:

Reports to: Executive Director CU Foundation

Supervises: Administrative Assistant, Student workers

Hired/appointed by: Director of Institutional Advancement

Exempt/non-exempt? Exempt **Salary Level (1, 2, 3, 4, or program director):** 4

ESSENTIAL RESPONSIBILITIES:

1. Oversee all alumni and parent relations communications and programming, in support of the university's strategic plan, aimed at elevating awareness and perception amongst this audience.
2. With input and assistance from the Executive Director CUF and the Director of Advancement Services, oversee data projects associated with keeping alumni

and parent data up-to-date and developed. Develop and execute strategies for keeping data current. Work with the registrar's office, the Executive Director CUF and the Director of Advancement Services to ensure that all alumni and parent files in Banner are current and accurate.

3. Write, edit, and distribute monthly e-mail communication to alumni and parents.
4. Maintain and update alumni and parent relations web page, as well as the family and the visit us sites. Work with director of Marketing and web coordinator to design and implement new communication approaches including all social media sites.
5. Work with the coaching staff to plan and execute annual alumni games. Work with coaches from "new sports" to develop strategies to engage and connect alumni and parents back to campus.
6. Through on-going, direct communication, build relationships with parents and alumni. Identify alumni and parents who are appropriate for giving and volunteering opportunities and cultivate those relationships into strong partnerships for the university. Establish an alumni advisory committee and parent council.
7. Direct and coordinate annual reunion program. Assist high school classes with individual and group reunions.
8. Oversee and execute alumni events that re-connect alumni and elevate perception of Concordia.
9. Work with the Annual Fund Director and the Major Gifts Officers to develop strategies that increase giving by alumni and help to identify, cultivate and solicit major gift prospects.
10. Increase number of full records maintained on alumni and parents.
11. Maintain and promote an on-line alumni community.
12. Work with student services to plan and execute annual Family Weekend event.
13. Oversee the twice-yearly Finals Pak program.
14. Continue to create and develop the Summer Student Send off program working closely with Admissions and Student Services.
15. Determine best use of Concordia families and work with student services to create tactics that result in increased giving and participation amongst this group.
16. Collaborate with the Church Relations Director on events and activities that cross church and alumni audiences.
17. Build and maintain an on-going presence with current students connecting them to the alumni and parent relations office. Establish student alumni association to further connect and deepen the relationship with the university.
18. Work with recent alums who desire to continue working on community service opportunities, such as the Concordia Teacher Corps, that have been developed by CU.

MINIMUM REQUIREMENTS/QUALIFICATIONS:

1. The successful candidate will have a minimum of a Bachelor's degree with 3-5 years demonstrated experience in all facets of event planning and working with volunteers.
2. Excellent communication skills.
3. A thorough understanding of fundraising, community relations, donor relations, customer service, sales strategies, and program implementation; computer proficiency and the ability to learn specific software applications as needed.

4. The ability to travel and have extensive involvement in the University and Foundation, surrounding community, and alumni gatherings.
5. The ability to speak before large and small groups representing Concordia with drive and enthusiasm.
6. Experience providing innovative and dynamic program development and management in a fundraising environment and organizing/handling multiple projects, including event management.
7. Demonstrated leadership and effectiveness in developing and accomplishing organizational and financial goals.
8. Demonstrate a proven track record in successfully soliciting individuals.
9. A heart and passion for Christian Higher Education and a willingness and ability to support and advance the church-related character of Concordia University and to serve as a spokesperson for the Christian mission and character of the institution. Preference will be given to candidates with proven experience in a college/university advancement setting. Alumni of Concordia are strongly encouraged to apply.

Critical skills for this position:

<input checked="" type="checkbox"/>	Excel	<input type="checkbox"/>	MS Access Database
<input type="checkbox"/>	Powerpoint	<input checked="" type="checkbox"/>	Administrative software (Banner)
<input checked="" type="checkbox"/>	Word	<input type="checkbox"/>	Web Design
<input checked="" type="checkbox"/>	Microsoft Outlook	<input type="checkbox"/>	Desktop Publishing
<input type="checkbox"/>	Graphic Design (Photoshop, Fireworks, PaintShop)		
<input checked="" type="checkbox"/>	Remote Network Access (H: drive access off campus, VPN)		
<input type="checkbox"/>	Web Mail	<input type="checkbox"/>	WebCT
<input type="checkbox"/>	Network Drives		

Physical demands of the position:

<input checked="" type="checkbox"/>	Repetitive motions sitting at keyboard
<input checked="" type="checkbox"/>	Rising and sitting repeatedly
<input checked="" type="checkbox"/>	Climbing stairs
<input type="checkbox"/>	Walking indoors or outdoors
<input checked="" type="checkbox"/>	Ability to lift <u>15</u> pounds
<input checked="" type="checkbox"/>	Ability to lift, pull, grasp, stoop and reach within an office environment
<input checked="" type="checkbox"/>	Ability to sit for extended periods of time
<input checked="" type="checkbox"/>	Ability to speak and hear

Assessment schedule: Position assessed after the initial 90 days, and then annually

Attitude and demeanor of all Concordia University employees: As part of a work environment that highly values Christian education, educational excellence and service to students, all members of the community will:

1. Publicly support the mission of Concordia University.
2. Communicate effectively with warmth, sensitivity, and understanding as s/he deals with administrative colleagues, teachers, students, parents, faculty, college personnel and program associates.
3. Work as a team member in a professional environment.

4. Possess a “service attitude” (willingness to be flexible to meet the needs of the department).
5. Have a professional physical appearance (appropriate clothing, personal hygiene, etc.).

Job description last updated by Gary Withers on February 23, 2010