

**Associate Director
Alumni Relations**

POSITION PURPOSE:

The person in this position works to create engaged alumni -- starting with our current students, then our recent graduates, and also our former student athletes -- by having them involved with Hamline as a volunteer and/or through gifts to the Alumni Annual Fund. The person in this position is responsible for offering current students and graduates the opportunity to advise their university through the Senior Team, GOLD Advisory Board, and the Piper Athletic Association as well as highlighting the importance of the value and purpose of alumni giving to the University. This person's responsibilities also include managing events, creating and managing budgets, soliciting gifts and leading volunteers.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES:

35% Volunteer Management

- Identify, recruit, and steward, student volunteers, young alumni volunteers, and former athlete volunteers
- Manage the GOLD (Graduates of the Last Decade) Advisory Board: maintain strong leadership of the board; prepare goals, agendas, and minutes; respond to the needs and concerns of the board.
- Manage the PAA (Piper Athletic Association) Board: maintain strong leadership of the board; prepare goals, agendas, and minutes; respond to the needs and concerns of the board.
- Manage the Senior Team: identify strong leadership each year, prepare goals, agendas, and minutes; respond to the needs and concerns of the group. Develop and maintain outreach efforts to the senior class; including a senior/alumni outreach team, senior events, senior/alumni e-newsletter, senior reception, and plan to welcome new alumni.
- Support efforts by Hamline faculty and coaches in outreach to alumni, and incorporate faculty and coaches where appropriate in alumni events.
- Continually evaluate effectiveness of communication vehicles (print, web, social networking, and peer-to-peer) for Seniors, GOLD, and athletic alumni.
- Maintain budget and records for Seniors, GOLD, and PAA programming.

1. 35% Creating a Culture of Philanthropy

- Partner with Annual Giving Programs and Alumni Relations Director to create and implement plan to foster a culture of philanthropy and to establish dollar and or participation goals among current students, , GOLD alumni, and PAA members.
- Educate current students, GOLD alumni, and PAA members about the value and purpose of giving back financially to the University.
- Lead efforts on the Senior Class Gift in partnership with a Student Alumni Board Philanthropy Committee.

- Partner with Annual Giving Programs to develop and implement annual fundraising communications plans for Seniors, GOLD alumni, and PAA members to include direct mail, telefundraising, and online fundraising (email, web, social media).
- Partner with Annual Giving Programs to determine appropriate and effective fundraising messages and campaigns for the assigned constituencies.
- Lead efforts to increase peer-based fundraising among assigned constituencies.

2. 20% Event Management

- Recruit, lead and communicate with reunion volunteer committees for the 5-, 10-, and 15-year reunions held during Alumni Weekend. As part of the Alumni Relations team, help create a weekend of activities that engages not only alumni, but faculty, staff and students; evaluate the effectiveness of Alumni Weekend programming on a regular basis.
- Work with appropriate boards/committees and staff to plan and implement Alumni Recognition events Athletic Hall of Fame Induction and Celebration.
- Plan and implement events for Seniors, GOLD, and Piper Athletic Association, including on- and off-campus events, luncheons, receptions, Athletic Hall of Fame induction ceremony and banquet, regular and annual meetings, etc.
- Act as primary liaison to alumni who are interested in holding an 'Event in a Box' event in their geographic location. Refine types and timing of communications with alumni host, assess tools sent for hosting, and monitor effectiveness of events through surveys.
- Assist with implementation of university-wide alumni events including First Friday Forums, Twin Cities Alumni Gatherings, and regional alumni gatherings.
- Assist with planning, implementation, and assessment of ad hoc development events.

3. 10% Campus and Community Liaisons

- Act as 'face' of Alumni Relations by answering main Alumni Relations Office phone line; helping to monitor and respond to Alumni Relations email account, and scheduling Alumni House rooms.
- Serve as primary liaison with First Year Programming office and Student Activities so student education about Development and Alumni Relations can be integrated into student activities and communication.
- Serve as primary liaison with Athletics Department so Piper Athletic Association members receive clear and concise communications and information from the two departments.



REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Requirements:

- Knowledge of and interest in intercollegiate athletics required.
- Experience in database, web, publication, and reporting tools is preferred. Expertise in Microsoft Word and Excel are required.
- Excellent time management, attention to detail, and flexibility are required for this position.
- Excellent interpersonal skills are required for this position, including the ability to effectively communicate with faculty, staff and coaches, alumni and students of all ages, backgrounds, and cultures.
- Excellent communication, volunteer management, budgeting, and event planning skills are required for this position.

Preferences:

- At least 3 years in higher education advancement preferred.
- At least 2 years of fundraising experience preferred.

EDUCATION/EXPERIENCE:

Bachelor's degree from an accredited college or university

REPORTING RELATIONSHIPS: This position reports directly to the Alumni Relations Director in Alumni Relations. This position works closely with other offices in Development & Alumni Relations especially Annual Giving Programs; Career Development Center; Student Activities, and Athletics.

WORKING CONDITIONS / EQUIPMENT: Office is basement of office building; Ability to sit for long periods of time at desk and/or computer; ability to travel on and off campus locations; ability to travel outside Minnesota.

TO APPLY:

Send a cover letter, resume and the names and phone numbers of three references to hujobs@hamline.edu

You may be asked to submit a professional writing sample; example – memo letter proposal

Preference will be given to resumes received before August 19, 2013. Position will remain open until filled.

EOE/AA