



Cañada College ♦ College of San Mateo ♦ Skyline College

POSITION DESCRIPTION

ALUMNI RELATIONS & DEVELOPMENT MANAGER

A Classified Supervisory Position (Exempt Status)
Grade 180E

A. General Statement

The Alumni Relations & Development Manager helps keep the Colleges' and San Mateo County Community Colleges Foundation's accomplishments and needs in front of the institutions' alumni and students in a variety of ways, including cultivating relationships and the use of electronic media and print communications to publicize local events and meetings. The Foundation seeks candidates who are poised to make a meaningful impact on the trajectory of the Foundation and student success at San Mateo County Community College District (SMCCCD). The position will be responsible for planning, coordinating, and attending Foundation programs and fundraising activities. The position will also be responsible for cultivating a relationship with alumni that involves coordinating alumni ambassadors and annual giving programs at each of the Colleges and with alumni groups.

Under the direction of the Foundation's Executive Director, this position would coordinate specific assignments including a combination of face-to-face relationship building, communications, event planning and logistics, data management, coordinating student and alumni involvement in Foundation activities, working in collaboration with the Colleges' communications, student activities, financial aid, and athletic departments. The Manager has responsibility for soliciting individual gifts, setting strategy and executing fundraising plans for sustaining and growing the number of annual donors, the size of individual donations, for converting alumni, faculty/staff and occasional givers to annual donors, and building a pipeline of prospective donors for the Foundation's comprehensive campaigns. Public contact is extensive and involves alumni, donors, students, faculty, staff, and members of the community to exchange information. A high degree of independent judgment and creativity is required to analyze and interpret data or to resolve a variety of minor and occasional major problems that might arise. The Alumni Relations & Development Manager can direct the work of volunteers and student assistants as assigned. The successful candidate will be an equity-minded individual ready to collaborate with SMCCCD staff, faculty and administrators.

B. Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Acts as a liaison between the Foundation and the students, faculty, and staff at the SMCCCD Colleges regarding college needs and funding campaigns, services and activities, and logistics of fundraising events

2. Management and daily oversight of annual giving programs to include direct mail, online giving, faculty/staff giving and other fundraising programs
3. Develop a strategic plan for engagement and effective solicitation and growth in number of leadership-level (\$1,000+) donors through annual giving campaigns, such as the Chancellor Circle, Athletics and identifying Legacy Society prospects for planned giving
4. Coordinates alumni ambassadors for each SMCCCD College; Interviews, selects, trains, and monitors the work of volunteers and alumni ambassadors
5. Maintain and manage portfolio of individual donor prospects through all phases of research, cultivation, solicitation and stewardship
6. Manage an annual portfolio of 30-50 donors/prospects with annual goals for visitations and outcomes to secure unrestricted individual gifts
7. Manage the processing of donor and prospect information, transactions and data integrity into the Raisers Edge database; ensure database processing procedures are documented and up to date
8. Review donor lists to ensure accuracy, effective segmentation and coordination of mailing lists
9. Researches, writes, edits, and proofreads collateral pieces for print/social media/e-mail marketing, fundraising letters, event materials, newsletters, and website pages. Develop and maintain web content for donors and prospects
10. Oversee and grow efforts that build a culture of philanthropy and encourage giving among students and young alumni
11. Participates in the planning and review of event logistics related to alumni and student engagement, and other Foundation events
12. Works in partnership with the Colleges' Communications departments related to connecting alumni to college sponsored events and activities
13. Coordinates Foundation's role at the annual scholarship reception ceremonies
14. Develops Foundation presence on the College campuses to raise student and faculty awareness of the community's and Foundation's support of the Colleges and students
15. Develops relationships with and negotiating discounts with local and relevant businesses for the benefit of alumni and students
16. Initiates, coordinates, schedules meetings with students and alumni. Cultivates and manages student and alumni volunteers
17. Develop tailored communication strategies and engagement opportunities for donors and prospects
18. Develops and maintains current lists and records of individual contacts with alumni council
19. Support the Executive Director and Director of Development with other development activities as they arise
20. Ability to work weekends and evenings is required
21. Performs other duties as required.

C. Requirements

1. Bachelor's degree in marketing, communications, business administration, or a closely related field
2. At least 3+ years increasingly responsible experience with demonstrated effectiveness in non-profit or educational setting that has included elements of fundraising, program development, writing and working with web content, e-mail marketing, social media software and tools, volunteer cultivation.
3. Experience with fundraising, program design and implementation.
4. Excellent communication skills (verbal and written) and the ability to represent the foundation and colleges professionally both internally and externally.
5. Demonstrated experience with volunteer development and oversight.
6. Strong interpersonal, team, and leadership skills; tact and flexibility in working with diverse population groups.
7. Sound judgment, the ability to analyze problems quickly and accurately, and the ability to develop practical and effective solutions to solve a variety of problems.
8. Computer proficiency and the ability to learn new data systems.

D. Physical/Other Requirements

This classification requires driving a motor vehicle to off-site locations; persuasive communication; adaptability and flexibility in order to perform the essential functions; ability to lift/and or carry 25 pounds; ability to exert manual dexterity sufficient for keyboard and other office equipment operation; ability to speak, hear, and understand speech at normal levels; ability to see for the purpose of reading printed matter.

E. Knowledge, Skills & Abilities

1. Knowledge of college and nonprofit fundraising (specific experience with alumni fundraising is a plus)
2. Skill in use of the Microsoft Office Suite, Donor Databases/CRM, and web-based content management systems, e-mail marketing software, and various social media tools)
3. Knowledge of objectives of fundraising programs and principles; donor research, cultivation and solicitation strategies.
4. Ability to perform work accurately and thoroughly, excellent attention to detail and organization skills.
5. Ability to handle confidential matters and maintain confidentiality.
6. Highly developed capacity to accurately and objectively evaluate the effectiveness and outcomes of our program and to make appropriate judgements on articulating the data in proposals and reports.
7. Skill in effective written and oral communication skills (including correct English usage: grammar, spelling, vocabulary, and punctuation).
8. Skill in event planning, project management, and program evaluation.
9. Experience managing, tracking, and reporting on revenue data.
10. Train, supervise, and evaluate volunteers, managers, student workers
11. Ability to work effectively as part of a dynamic team, as well as independently.

(12/2018)