DIRECTOR OF ALUMNI RELATIONS

Department: Office of Advancement

Position Summary: The Director of Alumni Relations is responsible for leading and managing the Office of Alumni Relations at North Park University. This person will develop and implement strategies that will most effectively engage our local and regional alumni and friends through meaningful communications, events and volunteer leadership opportunities. All strategies will be aligned with the initiatives of the President’s Office and the Office of Advancement.

Essential Responsibilities:

- Develop and execute an annual strategic plan for Alumni Relations.
- Provide leadership and oversight of support staff as assigned.
- Develop strategy for and oversee implementation of annual constituent calendar of events such as Homecoming, Golden Circle 50th Reunion, and Graduates of the Last Decade (GOLD) activities.
- Oversee the GOLD program and volunteer leadership committee.
- Oversee and manage Office of Alumni Relations budget effectively and efficiently.
- Build and cultivate key relationships with alumni. Provide correspondence around alumni needs and requests in a timely and professional manner. Create and develop leadership volunteer opportunities.
- Oversee all alumni communications—print and online. This includes invitations, brochures, newsletters, web content, etc. Provide alumni information and content to University Marketing Communications (UMC) for the alumni magazine, North Parker.
- Develop and implement social media strategies across all channels. Supervise editorial calendars, content, metrics, and analysis.
- Collect and analyze key alumni metrics—including creation of alumni engagement measurements.
- Coordinate with the President’s Office on initiatives and events involving Presidential and/or Cabinet participation.
• Engage when appropriate with campus partners such as faculty/staff to assist with alumni engagement and the Office of Enrollment to provide alumni volunteers to assist with recruiting efforts.
• Collaborate with the Career Development and Internships Office to support robust internship connections and opportunities as well as identifying alumni outcomes.

Essential Qualifications:
• Bachelor’s degree required
• Professional experience in Alumni Relations or Advancement, or transferable professional experience, is highly desired.
• Excellent presentation, organizational, and oral/written communications skills.
• Managerial skills and experience.
• Strong interpersonal skills and ability to establish effective relationships with the North Park community.
• Advanced knowledge of Windows and Microsoft Office as well as an ability to use electronic databases and conduct sophisticated internet-based research. Raiser’s Edge experience strongly preferred.
• Ability and willingness to travel as needed
• Committed to and an articulate supporter of the university’s mission, identity, and Christian faith commitment.
• As approved by the Board of Trustees, possess a willingness and ability to support the messaging as articulated by the President as it relates to the mission and distinctives of North Park University.
• Understanding of and personal commitment to North Park’s mission of Christian higher education.

Effective Date: August 2021

NOTE: Nothing in this job description restricts the supervisor’s right to assign or reassign duties and responsibilities to this job at any time.