MAJOR PURPOSE:
The Alumni/Parents Relations Officer is responsible for creation, planning and implementation of programs and projects that strategically engage WJU Alumni and Parents (families); partnering with development colleagues to identify, cultivate, solicit and steward alumni and parent relationships to strengthen programs that provide tangible benefits to alumni/parents (themselves), and lead to individual (alumni/parents) donations to the University Fund, named and endowed student scholarships and other areas of financial support at WJU.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

(ALUMNI)

1. Alumni Relations Officer is charged with securing commitments from alumni to provide professional expertise and volunteer service; partnering with the Development Office to identify, cultivate, solicit alumni giving for the annual campaign.
2. Development Chair of the Alumni Association and its Board of Directors; oversee the philanthropic, career, academic and administrative leadership of the Association.
3. Working with the Alumni Association, arranging regular meetings, staffing committees and ensuring strong and productive relationships between its members and the Alumni Officer's Development priorities.
4. Plan, implement and promote alumni programs that support the University’s alumni, with a goal of increasing alumni participation in annual giving; additional strategic plans in collaboration with colleagues within the Development Office.
5. Ensure accurate and complete alumni database records; capture biographical and career information of alumni via surveys, projects (e.g. alumni directory), correspondence, website, direct mail, phone calls, WJU marketing, etc.
6. Establish and build relationships with a wide range of alumni, locally, regionally, nationally and internationally; maintain regular communication with alumni via direct contact, email blasts, alumni web pages, print publications and social media.
7. Educate graduating students about Alumni Membership Benefits and engage them in future WJU career development programs and university giving.
8. Collaborate with events colleagues to development a connection to alma mater. Annual events such as Homecoming, Baccalaureate, Commencement, phonathon, thankathon, class reunions, Life After Jessup, alumni night at the theatre, and regional alumni chapters and alumni committees, etc.
9. Partner with Director of Admissions to spearhead the introduction of alumni involvement in the admissions process; partner with the Student Life to plan the growth and accessibility of career networking services for students and alumni.
10. Collaborate closely with development colleagues in increasing support from alumni; routinely identify and qualify alumni prospects for gifts.
11. Oversee and balance the budget for Alumni Relations; within the annual program budget, manage existing and/or additional alumni programs, services and communications.

12. Raise funds for select special projects and events in collaboration with Development colleagues; Phonathon, FRL and Crowd-funding.

13. Development ongoing appeals/communications in an effort to increase support and awareness to the activities of the university and its alumni.

14. Development ways to engage alumni within the University Development appeal offerings that support the Annual Fund, Annual Scholarships and Endowed Scholarships.

15. WJU Business Program: Establish a business matching campaign that educates businesses of opportunities for generosity; create relationship for professional opportunities for alumni, employees, and interns.

16. Supervise, manage and administrate (p/t), work/study employees (p/t) who provide guidance to alumni volunteers.

17. Other duties and responsibilities as assigned by the Donor Development Director and CDO.

PERFORMANCE MEASUREMENTS (PARENTS/FAMILY)

1. Develop lasting relationships with parents and families that strengthen university ties throughout the college experience and beyond, and serves as a dedicated and trusted resource for WJU parents and families.

2. Design, execute, and implement a strategic plan for long term development of WJU relations with parents, collaborating closely with the (Parent Association Council) PAC towards volunteerism and donor revenue.

3. Assess parent and family interests and needs for communication, services, developing new and relevant funding proposals for new initiatives, secure the involvement of Parent resources to support ongoing program development and evaluate programmatic offerings for effectiveness.

4. Work closely with Admissions and Enrollment Services, to recruit, enroll, and welcome students and families by providing assistance at Reg Day, yield activities, orientation, and other outreach programs where new or prospective parents are introduced to WJU

5. Collaborate with event colleagues to cultivate parent donors through the Fall Phonathon.

6. Development ongoing appeals/communications in an effort to increase support and awareness to the activities of the university and its parents.

7. Lead stewardship efforts and student workers in the execution and management of the annual Thankathon.

8. Manage parent apparel, parent web page, parent prayer network, fall and spring care packages, and social media connections.

9. Serve as a resource on issues involving parents and student development and is responsible for the regular assessment of parent and family programs.

QUALIFICATIONS

EDUCATION/CERTIFICATIONS:
• Bachelor’s degree required, with a minimum of 4 - 5 years of development experience, preferably in higher education.
• Valid CA driver’s license and transportation required.

REQUIRED KNOWLEDGE/EXPERIENCE:
• Previous executive or church administrative support experience preferred
• Experience in higher education and/or fundraising would be extremely helpful

SKILLS/ABILITIES:
• A strong and visible Christian faith
• Demonstrated skill in gift solicitation.
• Excellent periodical writing, grammar and proofing skills.
• Excellent oral and written communications skills.
• Ability to represent the Institute to external constituents and work effectively with internal constituents across several levels including the president, program directors and trustees.
• Experience in planning, strategies and managing special events and fundraising activities.
• Experience in identifying, training and working with volunteers.

WORKING ENVIRONMENT:
The employee agrees to promote the values and mission of WJU as a private Christ-centered University and live a life consistent with biblical principles. The employee shall conduct himself/herself in a manner consistent with the Community Covenant and Statement of Faith. Additionally, the employee may play a formative role in the spiritual lives of students in a manner consistent with the Commu nity Covenant and Statement of Faith. This may include leading devotions and/or spiritual formation groups and seeking other opportunities consistent with a biblical spiritual formation role.

WORKING CONDITIONS:
The employee is regularly in a typical, air-conditioned office environment with adequate light; moderate noise levels; and tile, concrete, and carpeted floors. There are no hazardous or significantly unpleasant conditions.

PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION:
While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, crouch and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 50 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description are intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts.

Revised 1/11/16
William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that to perform this job successfully, I must be able to perform the essential duties with or without accommodation. If I am requesting any reasonable accommodations in order to perform my job, I must immediately inform my supervisor or Human Resources.

________________________________ _____________________________
Employee Signature     Date