



Director of Alumni Engagement

Under the direction of the Chief Advancement Officer, the Director of Alumni Engagement is responsible for: developing, managing and integrating programs that engage alumni and donors in creative and relevant ways as resources for Good Counsel and each other; and for converting such engagement into consistent philanthropic support. Working in coordination with the Director of Annual Giving, the Director plays a pivotal role in accelerating growth in alumni and annual giving.

Responsibilities:

- Build, nurture, and expand relationships with Good Counsel through personal visits, events, phone calls and e-communications.
- Research and develop alumni programming in support of the School's strategic plan, which responds to alumni demographic factors including age, vocation, academic background, affinity groups, and geographic regions.
- Oversee, support and grow the development of alumni clubs and networks in key geographic areas including the DMV, New York, Philadelphia, California, Florida, North Carolina, Boston, and other identified areas where a strong alumni base is present.
- Strengthen Good Counsel outreach programs in coordination with Athletics, the Counseling Center, Enrollment Management and Academic Department heads to further ways for alumni to stay connected with Good Counsel.
- Oversee the planning of Reunion Weekend, the Steve Dean Golf Tournament, and other key events, in coordination with volunteers and the Director of Events, to achieve increased and diversified alumni attendance, strong giving outcomes, successful activities and participation.
- Launch and manage Good Counsel's Alumni Association and Alumni Council working to identify, recruit and engage volunteer leaders to serve as Class Agents and committee leaders.
- Coordinate and strengthen the Good Counsel Business Network and identify opportunities for alumni engagement and participation.
- In close partnership with Marketing and Communications, plan and execute annual comprehensive communication plans for alumni to include direct mail, digital communications print materials, including identifying alumni stores to share in *The Counselor*.
- Work closely with the Chief Advancement Officer and the Director of Major and Planned Giving to move capable annual giving donors towards increased leadership annual gifts and towards major and planned giving through comprehensive solicitation strategies.
- Maintain a portfolio of alumni donors and prospects to cultivate for leadership annual gifts.

- Develop and sustain a robust fundraising plan for athletic programs in coordination with coaches and the Director of Athletics to encourage annual giving and alumni engagement.
- Work in close coordination with the Advancement team to develop and implement stewardship plans for alumni and annual donors that demonstrate impact and set the stage for consistent giving.
- Partner with the Advancement Manager and other team members to ensure that databases and alumni records are current, maintain the integrity of the system and make certain that it is being utilized in an efficient and effective manner; assist with the development of the Annual Report on Giving.
- Monitor Alumni Engagement budget with primary objective of delivering robust alumni programming and meeting annual fundraising goals.

Desired Qualifications:

- Bachelor's degree plus three to five years of demonstrated, professional experience and increased responsibility as a fundraiser for a nonprofit organization, preferably a Catholic or independent school or in higher education.
- Demonstrated experience recruiting and motivating volunteers and managing volunteer committees.
- Demonstrated experience soliciting annual gifts of \$1K and above.
- Excellent written communication skills including persuasive solicitation letters, fundraising proposals, feature writing, and reports.
- Strong oral communication skills with public speaking experience working with both internal and external audiences.
- Demonstrated ability to design, implement and evaluate a comprehensive nationwide program for alumni engagement, establishing goals and objectives that translate into annual operating plans and appropriate staff/volunteer assignments.
- Extraordinary attention to detail, accuracy, and organizational skills with ability to maintain effectiveness in a busy office setting and willingness to function as a team player.
- Demonstrated competency with Microsoft Office products and database programs with working knowledge of Raiser's Edge preferred.