



Rockhurst High School
Position Description

TITLE: Director of Alumni Relations and Annual Giving

OPERATING GROUP: Advancement

REPORTS TO: Chief Advancement Officer

DATE PREPARED: May 1, 2010

SUMMARY:

The Director of Alumni Relations and Annual Giving will manage the design and implementation of long-range planning to enhance alumni participation at the school. The director will be the principal liaison between the school and its graduates for special events; fund-raising geared toward the annual appeal (i.e. *Magis Fund*) through clear planning and soliciting of gifts, including face-to-face appeals, direct marketing, and volunteer marketing efforts; management of all aspects of a \$1 million annual funding drive.

I. MAJOR FUNCTIONS

- 60%
 - A. Coordinate the Annual Appeal campaign for the school, as well as obtain the necessary support from staff and volunteers. Solicit support for the Annual Appeal (i.e. *Magis Fund*) through face-to-face meetings, telethons, electronic media and related channels, as well as presentations to all school constituencies.
- 35%
 - B. Assist the Rockhurst High School National Alumni Association volunteer leadership with production of special activities on local, regional and national levels. Develop volunteer support and budget to successfully complete activities.
- 5%
 - C. Participate in long-range resource development planning.

II. SPECIFIC RESPONSIBILITIES

- Solicit support for the Annual Appeal (i.e. *Magis Fund*) by building relationships with probable donors and using all available media channels. Key target audiences include, but are not limited to, alumni, parents, and friends.
- Develop “friend-raising” initiatives to cultivate donors.

- Create a progressive program of annual giving among all constituencies. Develop a team of volunteers to accomplish the position objectives.
- Team with President’s Office and Advancement Office staffs for fund-raising events, as needed, especially the identification, cultivation, and solicitation of prospects.
- Consult with the President, Chief Advancement Officer, Director of Gift Planning, and Gift Planning Specialist about planned gift program. Assist with the implementation of such a program and ancillary events.
- Work closely with the National Alumni Association Board of Governors to create a comprehensive alumni program dedicated to enhance the “critical exchanges” between alumni and the school. Emphasize these exchanges in an effort to achieve Rockhurst High School’s strategic goals and ongoing mission. Work with the Alumni Board to assure its goals are clearly articulated to the community.
- Coordinate a loyal and consistent group of volunteers to help shoulder the organizational duties associated with the production of alumni programs. Assure that a system of “refreshing the leadership” is in place, so volunteers enhance the long-term agenda for growth.
- Coordinate Alumni Board, including the election of officers, meeting dates, and special activities. Act as school representative at all events.
- Provide alumni with an opportunity to return to campus to reminisce and realize their role in the Rockhurst High School tradition. Primary special activities include, but are not limited to:
 - ◆ Alumni Senior Luncheon
 - ◆ Day of Reflection
 - ◆ Leadership Kick-Off event
 - ◆ Jr. Hawklets events
 - ◆ Reunion Weekend
 - ◆ Rockfest 3-on-3 Basketball Tournament
 - ◆ Spaghetti Dinner
 - ◆ Sports Hall of Fame Induction
 - ◆ Young Alumni Christmas Break Pizza Party
- Act as point-person for the school for all class reunions. Coordinate publicity and assist volunteers with event arrangements. Assist volunteers with financial management, when necessary.
- Broaden the institution’s affect on all alumni by creating more activities on a national and regional scale.
- Coordinate Sports Hall of Fame member selection and recognition.
- Increase programs of a spiritual and social service nature for alumni.
- Serve as spokesperson for the institution during private and public fund-raising functions, when needed.
- Support effective database management procedures and operations.
- Produce weekly reports on the Annual Appeal for distribution to school leadership.

- Serve on the Advancement Committee of the Board of Trustees.
- Support the Chief Advancement Officer with the production of the school's President's Report.
- Support the Director of Marketing and Communications with the production of the school's Rock News.
- Responsible for the day-to-day operations associated with alumni relations.
- Enhance awareness for the school's academic and co-curricular activities among alumni, while addressing misconceptions and issues.
- Sustain effective department organization.
- Obtain and analyze market research data on alumni.
- Create opportunities for alumni to interact with the current student body.

III. MAJOR RELATIONSHIPS

A. Internal

1. President and Chief Advancement Officer – Develop fund-raising strategies to assure the attainment of the department's goals and objectives. Assure that all alumni programs adhere to the vision and mission of the institution.
2. Director of Gift Planning - Provide prospect research information and support for donor solicitations.
3. Director of Admission and Financial Aid – Offer input about alumni with regard to the admission and financial aid process.
4. Director of Marketing and Communications - Provide story ideas for press and school publication purposes.
5. Special Activities Coordinator – Provide insight about key prospects for the auction and other fund-raising events.
6. Staff – Coordinate with the Principal, School Staff, and Faculty to create opportunities for the alumni and students to interact.

B. External

1. All alumni.
2. Parents and students.

IV. MINIMUM REQUIREMENTS

- A. College degree in marketing, communications, or business.
- B. Experience: Four to six years in marketing and public relations, knowledge and experience in the Kansas City philanthropic community. Rockhurst High School graduate preferred.
- C. Qualifications: Excellent oral and written communications skills; strong team building skills; strong planning skills; good working relationship with professionals in the business community; superior ability to organize and develop multi-projects simultaneously; budgeting ability; respects and values the mission of the institution; attention to detail; flexibility; ability to establish and maintain positive and effective interrelationships (i.e. alumni, colleagues, parents, students and visitors); ability to take direction and/or criticism while maintaining positive attention to the tasks at hand.

D. Will conduct the business of the Alumni and Development Office in a highly CONFIDENTIAL and professional manner at all times. Consistently demonstrates maturity and professionalism.

V. EVALUATION

This document will serve as the basis for regular performance evaluations by the Chief Advancement Officer.

Ad Majorem Dei Gloriam
For the Greater Glory of God