

DIRECTOR, DEVELOPMENT AND ALUMNI RELATIONS

DEFINITION

Under general direction of the Executive Director of the Foundation, plans, organizes, and implements comprehensive alumni outreach and annual giving programs. Initiates and participates fund raising activities. Coordinates with the campus community and community partners to develop and implement fundraising activities. Develops and presents briefings to senior management and other constituents. This position involves working some weekends and occasional evenings, as well as local travel.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Executive Director, and exercises direct and general supervision of staff as assigned.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

- Formulates and executes short-term and long-term strategic plans for alumni outreach and annual giving programs; to include specific and measurable targets regarding definite fund-raising goals, prospect management, personal contacts, stewardship activities and solicitations (including the number of personal contacts made per month, quarter and year; solicitations made per quarter and gifts closed per year to match the annual gift expectation).
- Coordinate closely with deans, administrators, and others in the College community to develop strategic partnerships.
- Develops and implements project proposals and initiatives.
- Develops, implements, and maintains the highest standards of campus development procedures and protocols utilizing the various forms, report formats, and databases.
- Develops and provides briefings and presentations that communicate progress toward goals achievement to a variety of audiences, including executive management.
- Collaborates with the office of public affairs, to market the College and its programs through publications, fund-raising events, stewardship, and donor recognition activities to both on-campus and off-campus constituents to improve awareness and expanded support.
- Coordinates and provides administrative management of the Foundation, and performs other duties and responsibilities as necessary.

QUALIFICATIONS

Knowledge of:

- Understanding of and commitment to public higher education, in particular the unique role the community college system plays in access to a college education.
- Experience in the management of administrative staff as well as the supervision of volunteers for fundraising purposes.
- Strong interpersonal and organizational skills and aptitude for working with people of different ages and temperaments.
- High energy level, self-motivated and self-directed to design and complete complex projects.
- Extensive experience using the Microsoft Office Suite (Excel, Word, and Powerpoint).
- Demonstration of integrity, positive attitude, diplomacy, tact, courtesy and a sense of humor.
- Practical knowledge of annual giving operations and a sophisticated understanding of donor retention strategies

- Extensive history of writing successful fundraising appeals to a diverse donor, alumni and prospect population
- Successful track record building and growing a successful Annual Giving Program
- Successful track record of developing and executing creative and targeted alumni/parent/friend engagement strategies
- Understanding of donor centered fundraising and engagement philosophy
- Knowledge of Razor's Edge or other advancement database products
- Experience developing alumni engagement strategies

Skills and Abilities to:

- Written and oral communication skills
- Creativity, energy and enthusiasm
- Ability to work weekends or evenings, and to travel locally frequently
- Willingness and ability to regularly represent the Foundation and the College at campus and community events
- Ability to analyze and interpret complex data sets
- Ability to clearly articulate the mission of Mt. San Antonio College
- Ability to analyze annual giving results and prepares reports for Executive Director and volunteer leadership
- Superior ability to think creatively, motivate staff and volunteers and bring fresh ideas and concepts
- Ability to manage multiple projects simultaneously, working both independently and as a team member

Education and Experience:

Any combination of training and experience which would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

- Bachelor's degree, in a related field, or equivalent experience. A minimum of three (3) years of direct annual giving experience, preferably at a college or university. Experience coordinating the efforts of volunteers.

Licenses and Certifications:

- The incumbent must have the ability to get to a variety of locations. This is usually accomplished by driving a personal vehicle to said locations. If operating a vehicle, the ability to secure and maintain a valid California driver's license is required.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various District and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Incumbents must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Incumbents work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Incumbents occasionally work in the field and are exposed to loud noise levels, inclement weather conditions, confining workspace, chemicals, electrical and/or mechanical hazards, and hazardous physical substances and fumes. Incumbents may interact with staff, students, and/or public and private representatives, and contractors in interpreting and enforcing departmental policies and procedures.