ALUMNI RELATIONS MANAGER - FULL-TIME

Department: Office of Institutional Advancement
Reports to: Vice President of Development
Date: February 2020

Job Summary:

The Alumni Relations Manager is responsible for cultivating and maintaining good relations with the Saint Viator and Sacred Heart of Mary alumni community. Reporting to the Vice President of Development and working closely with the entire Saint Viator Office of Institutional Advancement, Alumni Association Board and Development Committee, the Alumni Relations Manager provides vision, leadership, and guidance to ensure the vitality of Saint Viator High School’s alumni program serving over 15,000 alumni from Saint Viator and Sacred Heart of Mary high schools. This individual is responsible for the development and effective implementation of the annual alumni strategic plan goals and objectives, leading the Alumni Association Board in their charter plan and execution, participation in annual solicitations and fundraising/alumni events, and management of the alumni database. The Alumni Relations Manager possesses a deep understanding of what it takes to build successful alumni engagement initiatives, both locally and out-of-state.

Primary Responsibilities

- Foster a highly connected and engaged community of alumni to advance the mission of Saint Viator High School. This includes a special focus on developing Saint Viator High School’s young alumni (those out ten years or less).
- Develop and implement the Saint Viator High School alumni annual strategic plan initiatives, leveraging best practices of other private high schools and non-profit alumni engagement models.
- Continue to monitor alumni goal attainment progress to the school’s five-year strategic plan with goals and activities to increase the alumni philanthropic participation rate to equal or exceed national benchmarks and to sufficiently support the financial needs of Saint Viator High School. This includes, but not limited to, participation in Viator Foundation annual giving, Night of the Lion and Million Dollar Classic.
- Oversee the school Fall Reunion program and Homecoming weekend. The Alumni Relations Manager is the key point person for all reunion and homecoming activities – working closely with the respective reunion class committees. These activities will be assisted by the Stewardship & Database Manager as well as the Director of Development.
- Assist the Vice President of Development and Director of Development in alumni cultivation and solicitation. The Alumni Relations Manager will build a portfolio of alumni to cultivate, solicit and steward.
- Recruit alumni leadership necessary to actively advance the mission of Saint Viator High School. This includes the Alumni Association Board membership and supporting Alumni Ambassadors.
- Oversee the implementation of the school’s plan to effectively utilize and inspire the class Alumni Ambassadors, developing specific communication and PR support plan for the Alumni Ambassadors missioned to achieve annual alumni participation goals.
- Working with the Chair of the Alumni Association Board, develop a meeting schedule, agenda for each respective meeting, and expectations of involvement for the Alumni Association Board that is geared toward increasing Alumni engagement with Saint Viator High School initiatives.
- Working closely with Alumni Association Board and the Director of Major Gifts & Strategic Partnerships, guide the Loyal Hearts Business Forum as they host networking events for alumni and friends of Saint Viator High School.
• In strong collaboration with the Alumni Association Board, captian the annual Mahoney Classic Golf Outing.
• Oversee the Alumni Memorial Mass each Fall.
• Assist the Development team with the continued growth of the Distinguished Alumni Recognition Program, including serving as a member of the Distinguished Alumni selection committee.
• Working with the Athletic Director, oversee the Athletic Hall of Fame committee and bi-annual Athletic Hall of Fame induction ceremony.
• Continue to oversee the structured programs for Saint Viator alumni to connect with current students and the associated activities involving alumni mentorship.
• Assist the Stewardship & Database Manager in maintaining the alumni database as needed.
• Working in conjunction with the Marketing and Communications department, develop an annual integrated marketing plan for alumni activities and events (including a calendar for web, print, email, advertising, PR and social media communications).
• Support the content management for alumni-related feature stories, articles, videos, and social media posts to include maintaining a spreadsheet of possible alumni stories, and researching, writing, and working with the Director of Marketing and Communications, the Vice President of Development, freelance writers, and photographers on content production, review, and approval.
• Ensure effective messaging and adhere to deadlines to meet primary alumni marketing and communications objectives as defined by the Vice President of Development.

Additional Job Functions
• Alumni activities assigned by school President, Principal, or Vice President of Development as situations require.
• Attend major Saint Viator Advancement Special Events functions to help in the areas of planning and on-site support. This includes, but not limited to Night of the Lion, Million Dollar Classic, President’s Dinner, Open House, and Parent Organization events.

Essential Skills and Experience
• BA or BS with organizational, management and marketing experience in the education environment.
• Three years of experience in alumni leadership, development, or similar occupation with a record of measurable success.
• Strategic plan development and annual goal/objective implementation/execution.
• Understanding of marketing, web and email communications, persuasive writing, advertising, and social media management, as well as a strong commitment to setting and meeting key deadlines.
• Strong affinity for effective events creation, implementation and management.
• Confident personality with effective presentation skills, able to represent school at multiple functions.
• Capable of developing creative and effective approaches to meeting the job objectives.
• Solid computer proficiency and experience including MS Office.
• Comprehensive knowledge of database management essential.
• Experience with Blackbaud Raiser’s Edge or similar constituent management software is a must.
• Experience with creating and executing budgets.
• Fundraising experience.
• Ability to manage several multifaceted projects simultaneously and independently while meeting aggressive deadlines.
• Willingness to evaluate and pursue new opportunities in alumni relations and adapt to a changing environment as required.
• Ability to coordinate activities with other members of the Development Team and greater Advancement Department to create an efficient and successful team environment. Collaboration with entire team is a key to success in this role.
• Graduate of Saint Viator or Sacred Heart of Mary High School is strongly preferred.
• Ability to work evenings and weekends as needed for respective events (i.e. Reunions, President’s Dinner, Night of the Lion)

Personal Characteristics
• A person of faith
• High energy, self-motivated
• Positive, collaborative team leader, responsive to and respectful of others
• Trustworthy
• Professional, acting with integrity in all situations
• Assumes ownership and accountability for individual and team projects and commitments
• Adaptability in environment of continual change
• Able to maintain confidentiality

To apply, please submit a cover letter, resume, and three professional references to Vice President of Development, Tom Ramsden, at tramsden@saintviator.com by Friday, February 21, 2020.