



Assistant Director of Alumni Relations and Annual Fund

Department: Institutional Advancement	Effective Date: 2/4/15
Reports To: Executive Director, Institutional Advancement	Division: President
FLSA Status: Exempt	Job Status: Full-time
Salary Grade: 14	Job Classification: Administrator

Position Summary

This position plays an important role in expanding the Foundation’s donor base through cultivation efforts and alumni outreach. The Assistant Director of Alumni Relations and Annual Fund is primarily responsible for renewing and upgrading current donor base, and increasing the overall giving participation rate among college alumni and other constituents. The Assistant Director will also provide significant support for annual Foundation events.

Essential Functions

1. Develop, implement and evaluate a comprehensive annual giving communication and solicitation plan for all College constituents with the objective of increasing donor participation and annual dollars raised; including but not limited to faculty, staff, alumni, community constituents and other selected segmented annual giving campaigns.
2. Create and implement direct mail appeals, email communications, and social media outreach; work with vendors, marketing and communications staff to ensure timely delivery of annual giving communications and solicitations.
3. Manage web content for annual fund and alumni programs.
4. Solicit and steward annual fund donors and identify prospects.
5. Support stewardship activities for all donors.
6. Utilize Raiser’s Edge reporting tools, campaign projections, and historical data to set and monitor annual fundraising goals.
7. Work with other Foundation staff to identify, refer and steward major gift prospects.
8. Assist the Executive Director in providing direction, management and oversight of the Alumni Board of Directors.
9. Coordinate opportunities for donor engagement with the College’s divisions and departments.
10. Collaborate with other staff members in the planning and implementation of prospect development events as assigned.
11. Serve as the staff liaison to the Foundation’s fund raising events as assigned.
12. Prepare and administer event plans, project budgets and time lines acting as a staff liaison for the Foundation.
13. Support event chairs and volunteer efforts in the areas of committee recruitment and specific event activities, including meetings, acknowledgements, donor recognition and appreciation activities.
14. Assist in the development and implementation of the strategic plan for the Institutional Advancement/FCC Foundation, Inc.
15. Assist in the updating of the Raiser’s Edge donor database for all constituency groups.
16. Participate in and maintain professional affiliations (e.g., Council for Advancement and Support of Education (CASE), Association of Fundraising Professionals (AFP), Council for Resource Development (CRD)).
17. Keep abreast of trends, issues, governmental regulations, and other factors affecting not-for-profit and college development.

Assistant Director of Alumni Relations and Annual Fund

18. Represent The Frederick Community College Foundation, Inc. and the Office of Institutional Advancement in the community as assigned.
19. Responsible for maintaining accurate and complete alumni database records; capture contact, biographical and career information for alumni and donors.
20. Perform general research for donor prospects.
21. Maintain a small portfolio of entry level donors and prospects.
22. Serve as the staff liaison to student government in the planning and execution of student fundraisers.
23. Manage stewardship efforts for scholarship recipients and annual fund donors including organizing thank-athons e-mail and letter writing campaigns.

Required Minimum Qualifications

1. Education: Bachelor's Degree with a concentration in business, marketing, public relations, or similar field required.
2. Minimum of five years experience and progressive responsibility in annual fund development or alumni relations.

Desired Qualifications

1. Proven ability to work effectively and collaboratively with diverse constituents including faculty, staff, students, Foundation Board members, corporate executives, community leaders and individual donors.
2. Knowledge of cultivation, solicitation, and stewardship strategies and techniques, particularly in the area of annual fund and alumni relations.
3. Ability to maintain professional affiliations that enhance growth and keep abreast of the latest developments in philanthropy, especially as it relates to higher education.
4. Demonstrated success communicating and persuading; outstanding oral, written and interpersonal communication skills.
5. Demonstrated ability to work with minimal supervision.
6. Evidence of strong organizational, analytical skills to coordinate and produce annual fund collateral materials.
7. Demonstrated commitment to the philosophy and mission of the community college.
8. Ability to deal effectively and tactfully with students, administrators, faculty, staff, governmental agencies, business leaders and the public.
9. Ability to effectively oversee public relations and marketing strategies for events, annual fund and alumni relations.
10. Ability to use varying styles, approaches, skills and techniques that reflect an understanding and acceptance of the role of culture in a diverse, multicultural workplace.

Note: The College reserves the right to change or reassign job duties, or combine positions at any time.