



## Highland Park Education Foundation Job Description for Director of Alumni Relations

**Job Title:** Director of Alumni Relations

**Reports to:** Executive Director

**Classification:** Exempt, Full-time

Established in 1984, the Highland Park Education Foundation exists to rally our entire community to raise the critical funds necessary for continuing HPISD's tradition of exemplary education. Also overseeing the HPHS Alumni Association, the Foundation protects the heritage and tradition of HPISD by maintaining relationships between the alumni and their schools.

**Summary:** The Director of Alumni Relations will fulfill a critical role to the mission and growth of the Education Foundation. Primarily responsible for developing and implementing a comprehensive engagement program for alumni and alumni families resulting in life-long commitment and support of HPISD, this role requires an energetic, organized, and detail-oriented person who can achieve goals with minimal supervision. The Education Foundation is a small team that raises a minimum \$1.5 million through our annual campaign alone and works with a tight-knit community of people passionate about the Highland Park schools. Therefore, we are looking for a strategic thinker and team player who will help the organization achieve big goals and have fun along the way.

### **Duties and Responsibilities:**

#### ***Leadership***

- Provide strategic support and ongoing management of a comprehensive alumni relations program for alumni, parents of alumni, and grandparents of alumni.
- Provide vision, leadership, and oversight to the Alumni Association board to plan regular meetings and execute Association goals and objectives while ensuring alignment with the Education Foundation's mission and strategic initiatives.
- Manage the Alumni Association liaison to the Education Foundation board.
- Stay connected and up-to-date on Park Cities community happenings that may impact and/or provide opportunity for furthering the goals of the Alumni Association.

#### ***Marketing and Communications***

- Develop and manage coordinated alumni marketing and communication plan as a component of and in conjunction with the Foundation's communication strategies.
- Manage the Alumni Association webpage, including building Class Reunion giving pages using Wix and Thank You For Caring.
- Manage the official HPHS Alumni Facebook page.
- Collect meaningful alumni, alumni family, and current/former faculty and staff information for publication if appropriate and relevant.
- Work closely with Executive Director and team to publish annual Scot Times publication. This role is responsible for writing Class Notes, In Memorium, and other alumni-specific sections.
- Lead production of the Alumni Handbook, invitations, mailings, and other online and print material for the Association.
- Responsible for key alumni events, including All Alumni Gatherings, Golden Scots Reunion, Class Reunions, Homecoming, and Distinguished Alumni Awards, which requires managing invitation list,

materials, volunteers, RSVP list, payment processing, donor acknowledgements, and other duties as required.

### ***Fundraising and Stewardship***

- Work closely with Senior Director of Advancement and Executive Director to establish sponsorship opportunities for all alumni-related events and identify donor prospects for such opportunities.
- Assist in coordinating and executing Mad for Plaid fundraising strategies specific to the alumni donor base, including HPHS classes.
- Serve as the Foundation's first point-of-contact and actively engage alumni, parents of alumni, grandparents of alumni, and former students.
- Partner with Senior Director of Advancement and ED on donor research and relationship prospecting to help advance organizational fundraising efforts.
- Maintain a high profile in the alumni community by meeting with alumni, attending alumni events, and serving as a proactive and articulate spokesperson for the Foundation and Association.
- Conduct daily operations of stewardship and cultivation with timely follow up on phone calls and inquiries; recognize potential areas of constituency concern and work to effectively address, resolve, or reroute the problems or issues.
- Lead the nomination and selection process for Distinguished Alumni Award winners and manage the communication process for notifying winners and the public.
- Support senior class and commencement activities, such as Honors Day and diploma fillers.
- Serve as liaison for archiving and collection of HPHS memorabilia.

### ***Data Integrity and Monitoring***

- Manage collection, maintenance, and integrity of all alumni-related data for inclusion in the Alumni/Development database (Raisers Edge).
- Responsible for ensuring accurate alumni giving data for recognition in online and print materials.
- Other duties as assigned.

### **Qualifications:**

- Bachelor's degree from four-year college or university
- Minimum 3-4 years of experience in alumni relations, event planning, or fundraising in the education sector
- Consideration will be made for HP alumni, but is not required
- Strong proficiency in Microsoft Office Suite, especially Excel, Word, and Outlook
- Proficiency with Raisers Edge or similar CRM
- Possess the energy, enthusiasm, and focus to achieve established goals
- Ability to manage highly confidential personal and financial information
- Strong ability to prioritize tasks with keen attention to details; be self-motivated, independent, and flexible; have excellent verbal, written, interpersonal, and customer service skills; ability to work under pressure and meet deadlines
- Strong organizational skills to manage several different projects at once with efficiency and minimal supervision
- Team-oriented and ability to wear different hats to achieve common goal
- Expected to work Monday-Friday, 8-4:30 with occasional after-hours and weekends
- Occasionally required to lift and carry boxes of materials and equipment weighing 25-50 pounds

**To apply:** Please submit cover letter and résumé to Executive Director Meg Boyd at [Meg.Boyd@hpef.org](mailto:Meg.Boyd@hpef.org) with subject line, "Application for Director of Alumni Relations."