



## **Director of Alumni Engagement**

Franklin College is seeking a full-time, 12-month, salary exempt Director of Alumni Engagement position which will report to the Vice President for Institutional Advancement. This position will be responsible for strategically planning, directing, and executing a comprehensive alumni engagement program that fosters opportunities for networking, professional development, student recruitment, volunteer service and social interaction following the tradition and mission of the institution. The director will help develop relationships with alumni and friends of the college in coordination with the institutional advancement team, with the end goal of strategically connecting them to Franklin College and instilling a desire to help resource the institution annually and long-term. The director manages a portfolio of donors which entails personal visits, strategy, assisting in identifying and cultivating prospective alumni donors as appropriate and working alongside the IA team to create a funnel to the College's fundraising efforts in coordination with the vice president for institutional advancement.

Founded in 1834, Franklin College is a residential four-year undergraduate liberal arts institution with a scenic, wooded campus located 20 minutes south of downtown Indianapolis. The college prepares men and women for challenging careers and fulfilling lives through the liberal arts, offering its approximately 1,000 students 28 majors, 36 minors and eight pre-professional programs. In 1842, the college began admitting women, becoming the first coeducational institution in Indiana and the seventh in the nation. Franklin College maintains a voluntary association with the American Baptist Churches USA.

### **ESSENTIAL POSITION FUNCTIONS**

- Strategically plan, direct, and execute programs in concert with the staff of Institutional Advancement and the Alumni Council to meet the Franklin Fund and alumni engagement goals, consistent with the institution's strategic plan. Develop an Alumni Engagement Index with proper metrics to meet specific goals and objectives set by the vice president of institutional advancement. Identify and remain current with trends and new alumni engagement tools and processes, recommending institutional consideration as appropriate;
- Manage all functions of alumni engagement, including working with the Alumni Council to craft and execute its annual plan (recruitment and retention of members, meeting agendas, campus partners, etc.); planning and executing special events designed for alumni and friends (e.g., Homecoming and reunion events, alumni travel programs, regional and Presidential events, teacher appreciation events, corporate partner luncheons, young alumni events, student-alumni relations, career networking efforts, social and athletic events, etc.); and implementing services and activities that engage alumni, parents and students to encourage participation in the life of the College;
- Collaborate with and provide assistance to other campus departments (academic departments, admissions, athletics, Greek organizations, other student leadership groups) as needed when



interacting with alumni and students. Develop a student - alumni continuing relationship plan with admissions, engaged learning, and career services;

- Partner with institutional advancement to identify alumni who are prospects for annual giving, major giving, and planned giving to increase financial support at the President's Circle level. Conduct personal solicitations and visits with donors and prospects in a portfolio of approximately 40-50;
- Partner with Marketing/Communications, as needed, to produce invitations, letters, other design pieces, website/pages, magazine story generation, one minute news story content, etc.;
- Identify alumni who can assist in networking, mentoring or participating in panel presentations, as well as honorees and sponsorship opportunities;
- Create and manage budget for alumni programs;
- Attendance at events with some travel and extended hours is required;
- Follow and abide by all safety rules and regulations;
- Regular attendance and timeliness;
- Other duties as needed or assigned.

### **SUPERVISORY RESPONSIBILITY**

Direct supervision is received from the Vice President of Institutional Advancement.

Direct supervisory responsibility includes the assistant director for alumni communications & events.

### **QUALIFICATIONS**

**EXPERIENCE:** Five years of progressive experience in higher education or comparable leadership experience required; experience in collegiate alumni relations work and personal solicitation preferred.

**EDUCATION/LICENSING:** Bachelor's degree from an accredited college or university.

### **PREFERRED SKILLS:**

- Exceptional ability to think strategically and analytically;
- Excellent written, oral and interpersonal skills; demonstrated personal solicitation skills;
- A commitment to higher education and the ability to articulate a persuasive case for continued engagement and annual support of Franklin College;
- Ability to manage multiple projects, meet deadlines and goals;
- Proven leadership skills along with a talent for inspiring staff, faculty, and volunteers to support alumni programs and annual giving; modelling appropriate behavior, collaboration, and high achievement. This position continually requires demonstrated poise, tact and diplomacy;
- Strong initiative and creativity with a high energy level, enthusiasm, and flexibility;



- Demonstrated relationship builder and team player;
- Must be a self-starter, well organized, and able to work with minimal supervision;
- Computer literacy skills and understanding of database research and management; proficiency with MS Office;
- Ability to handle sensitive and confidential matters discreetly;
  
- Ability to work with diverse populations of students and volunteers of all ages;
- A willingness to learn new applications and participate in professional development opportunities;
- Must be able to travel and work evenings and weekends as required.

### **APPLICATION PROCESS**

This position offers an excellent benefits package including: health, life and disability insurance, paid vacation, sick and holiday time, retirement plan, and full tuition benefits for the chosen candidate and their family. Review of applications will begin immediately and continue until the position is filled. Qualified candidates should submit electronically (MS Word or PDF) a cover letter, resume, and contact information for three professional references via the application link – [Franklin College Staff Application](#)

Contact Human Resources with additional questions.

Franklin College  
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*Franklin College is committed to providing an inclusive and welcoming environment and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with these principles and applicable laws, it is therefore the College's policy not to discriminate on the basis of age, color, disability, gender, gender expression, gender identity, genetic information, national origin, marital status, race, religion, sex, sexual orientation or veteran status as consistent with the Policy on Prohibited Discrimination, Harassment and Related Misconduct. No person, on the basis of protected status, shall be excluded from participation in, be denied the benefits of, or be subjected to unlawful discrimination, harassment, or retaliation under any College program or activity, including with respect to employment terms and conditions. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.*