

## Director of Alumni Relations

Point University is a Christian institution that educates our students within a Christian worldview so they are equipped to take their faith into the marketplace and all of life while achieving their professional goals. We are training the next generation of Christian leaders to take the cross to more job sites, churches, industries, and nations than ever before.

The Director of Alumni Relations is responsible for engaging and developing alumni to invest in the Point University community and financially support the institution.

### Primary Duties

- Develops and implements a comprehensive program designed to cultivate and grow the financial and relational involvement of alumni with the University by establishing viable goals and objectives for alumni contribution.
- Develops alumni giving levels, actively seeks engagement in those groups, and tracks progress resulting in increased revenue for the University.
- Works to reactivate alumni through specific strategies and programs that reengage lapsed donors.
- Facilitates alumni involvement with the University by planning and coordinating activities which encourage engagement in student activities, including new student enrollments.
- Direct strategic and logistical management of alumni events, programs and services that strengthen and foster alumni engagement at a local and regional level. Develop consistent programming in areas with critical alumni populations.
- Develop and cultivate new and existing relationships with alumni through one-on-one visits and meetings to identify and recruit potential volunteers, leaders and donors. Manage a portfolio of prospects through the moves management cycle.
- Plan and manage all alumni events including Homecoming.
- Works with communications on social media, websites, and online marketing campaigns for alumni relations
- Promotes the immediate involvement of graduating seniors into the Alumni Association by providing information to graduating classes and communicating the advantages of their involvement.
- Works with the advancement services and interdepartmentally to accurately collect and track alumni and their pertinent data.

### Requirements

- Bachelor's degree from accredited institution
- Demonstrated experience and expertise in database management, research, and analysis.
- Reliable, detail-oriented and able to work and think independently, and should possess excellent customer service skills.
- Outstanding communicator, have excellent written, presentation, oral communications and interpersonal skills.
- Self-starter who can earn the respect and trust of internal and external constituents and work collaboratively with colleagues.