SENIOR DIRECTOR OF ALUMNI ENGAGEMENT AND ANNUAL GIVING SEARCH ANNOUNCEMENT
The Olivet College Compact

To give further definition to Olivet College’s institutional mission and vision, the following set of seven principles about what it means to be a responsible member of this college community were developed. They serve as a guide and inspiration to Olivet’s students, faculty, staff, administrators and trustees alike.

I AM RESPONSIBLE FOR...

- my own learning and personal development.
- contributing to the learning of others.
- service to Olivet College and the larger community.
- contributing to the quality of the physical environment.
- treating all people with respect.
- behaving and communicating with honesty and integrity.
- the development and growth of Olivet College.

Olivet College was founded in 1844 on the principle that the future of humanity rests in the hands, hearts and minds of those who will take responsibility for themselves and others in an increasingly diverse society. Open since its founding 176 years ago to all regardless of race, gender or ability to pay, Olivet College was founded as the first college in Michigan to admit women and persons of color on a co-equal basis with white men and proudly defines itself by who it includes, rather than who it excludes. As such, it is one of the most diverse private liberal arts institutions in the state and actively seeks diversity in its students and employees.

As part of the academic vision of Education for Individual and Social Responsibility, faculty, staff and students commit themselves to the Olivet College Compact, a series of statements that define the tenets of what it means to live and learn as a responsible member of the Olivet College community and the larger world. Olivet College faculty and staff are committed to providing personalized, individualized attention for students who seek academic and personal success.

The College is located in Olivet, an intimate college town in south central Michigan, which provides students with an ability to focus on their college experience away from distractions but only 20–30 minutes from the urban centers of Battle Creek and the capital city of Lansing. Located on I–69 within a few miles of the I–94 interchange, the College is centrally located between Detroit and Chicago and conveniently situated to the major population centers of Michigan, greater Chicago, northern Indiana–Indianapolis, and northern Ohio.
Olivet College announces its search for a senior director of alumni engagement and annual giving. Reporting to the vice president for advancement, the senior director of alumni engagement and annual giving is responsible for building and executing an innovative and dynamic combination of engagement strategies that capture the hearts and minds of alumni and friends and inspire people to act.

It is through positive, meaningful relationships with and service to alumni and friends that we build and cultivate involvement which leads to the gifts of time, talent, and treasure and ensures the advancement of the mission of Olivet College as envisioned by its founders.

The senior director of alumni engagement and annual giving serves as a representative for Olivet College charged specifically with managing the College's alumni engagement, annual giving and stewardship programs. These programs seek to connect the College with its alumni, current students, parents and friends in communities across the country in ways that add value to the lives of alumni and further the mission of the College. The senior director develops a coordinated program of alumni engagement and solicitation strategies that are directly linked to the overall goals of the department and the College. Success will be defined by the quantity and quality of lasting relationships the individual establishes and maintains to support the fulfillment of the mission of Olivet College as well as specific financial outcomes.

The primary goals for 2020 are to execute an outstanding year-long alumni event series and Homecoming week experience, roll out the alumni engagement platform, increase unrestricted annual giving, increase alumni giving participation, and strengthen and grow pilot programs in volunteerism, mentoring, and alumni and Class Captain engagement.
ESSENTIAL DUTIES and RESPONSIBILITIES
SENIOR DIRECTOR OF ALUMNI ENGAGEMENT AND ANNUAL GIVING

Effectively leverage the Alumni Engagement and Annual Giving team to develop and implement a strategy which increases the quantity and quality of relationships the College has with alumni as well as with parents, friends and current students. These relationships should result in increased depth of engagement among those populations and with the College and should increase the gifts of time, talent and treasure given in support of related strategies.

• Facilitate the work of the Alumni Association Board, providing leadership, strategic direction and support to the Alumni Board as it develops strategies to engage the alumni base.

• Develop and execute an annual event plan which engages the largest possible number of alumni, provides strategic support to the Advancement team, and provides engaging experiences for alumni, which strengthen their connection to the College and each other. Develop plans which are varied, delivering events of various sizes, content and locations for maximum possible impact. Partner with major gift officers to ensure events help to support the strategic direction of the Advancement team.

• Develop and deliver an outstanding Homecoming week experience to alumni and friends. Work collaboratively with partners from across campus to create a Homecoming plan which takes into account the needs and wishes of campus stakeholders as well as alumni and friends. Lead the Homecoming Committee to engage campus partners in planning and executing Homecoming week. Develop and implement new events to drive excitement and participation and collect feedback to ensure continuous improvement.

• Serve as a strategic partner with the Department of Communications and Marketing in the development of the Shipherd’s Record magazine, creating meaningful content and producing a high-quality magazine which is compelling to alumni and friends.

• Develop an effective online and social media communications plan, in partnership with marketing and other stakeholders, and ensure its successful and timely execution.
• Cultivate strong, active and engaged Alumni Affinity Chapters, connecting with alumni in relevant geographic, field and affinity-specific areas to cultivate alumni leaders and help support the establishment of Affinity Chapters.

• Partner with Office of Admissions to build and implement an alumni-focused new student recruitment program.

• Design and implement strategies to grow the annual giving program in both dollars and participation across all constituencies: alumni, friends, trustees, parents, students, faculty and staff, community and corporate partners; achieve this by managing a comprehensive program including direct mail, email, video, personal visits, social media and event fundraising channels, as well as yet-undeveloped platforms and methods for reaching constituents.

• Create a case for giving that connects the heart of the donor with the core of the College’s mission. Coordinate with colleagues in the Department of Communications and Marketing to find and share the College’s most impactful stories.

• Ensure high-quality information tracking and reporting processes regarding acknowledgement, recognition, ongoing communications and continued cultivation of past and current donors to enhance their relationship with the College and increase the likelihood of continued contributions.

• Collaborate with Advancement Services to refine and develop new elements for the College’s donor acknowledgement and stewardship process. This currently includes tax receipts, thank you letters, donor reminder cards, thank you phone calls and the honor roll of donors.

• Perform comprehensive analysis related to all aspects of the annual giving and stewardship program. Use statistics to evaluate the program and make recommendations to meet annual goals and to improve future performance. Evaluate outcomes and report progress and suggestions to the vice president and others as appropriate.

• Oversee the management of the constituent database; serve as a super-user, ensuring deep knowledge of the database and how it supports the functions of major giving, alumni engagement and annual giving. Design and ensure implementation of data integrity audits and data review strategies which continuously build on the accuracy and completeness of the database and builds information which supports the Advancement team and the College.

• Supervise three direct staff, including the assistant director of alumni engagement, the assistant director of annual giving and stewardship, and the grants and data manager, as well as any future direct reports. Provide strong leadership to direct reports, aligning goals among team members to support the goals of the department and the College.
POSITION QUALIFICATIONS

The successful candidate will display a record of leadership and accomplishment within alumni engagement and annual giving or in equivalent roles with responsibility for engaging and inspiring diverse populations to work together for the good of a common cause. Other important characteristics include strong work ethic and initiative, creativity, entrepreneurship, personal integrity, humility, emotional intelligence, the ability to inspire and motivate, and a genuine desire for the success and well-being of others. Evidence of a commitment to professional learning and growth is also required.

Education and Experience: A bachelor’s degree and eight to 10 years of progressively responsible and applicable experience is required.

Important Skills: Outstanding relationship building skills, leadership and management, outstanding, persuasive, and influencing communication skills, ability to analyze large amounts of data to make informed, targeted decisions, and proficiency with multiple forms of technology.

Commitment: A belief in Olivet College with strong advocacy of its mission and values.
APPLICATION PROCESS

Confidential applications, inquiries and nominations are now being accepted. Consideration of candidates will begin immediately and continue until the position is filled. For best consideration, materials should be submitted by February 28, 2020.

To be fully considered, submit your profile, cover letter, CV or resume online by clicking here: Career Center.

The cover letter should address the candidate’s specific interest in the position and the skills and experience that directly relate to this position (as described above). References will be required of finalists.

Confidential inquiries can also be made by contacting Terri Glasgow, director of human resources, at tglasgow@olivetcollege.edu or 269-749-7623.

All application materials, including references, will be maintained in confidence until the later stages of the search process and with permission of the candidate.
Founded in 1844, Olivet College was the first college by charter in Michigan to admit women and people of color. As part of its commitment to a values-based mission of Education for Individual and Social Responsibility, the College actively seeks diversity in its students, faculty and staff. Women and members of historically underrepresented groups are strongly encouraged to apply. Olivet College is an equal opportunity employer and does take affirmative steps to employ women and minorities.