

**Job Title:** Alumni and Parent Relations Coordinator

**Job Family:** Administrative

**Reports To:** Director of Development

**Number/Titles of Subordinates:**  None

**Peers:** Development Associate, Administrative Assistants

**EEO:** Office Clerical

**N/E:** Exempt

**Main Purpose of the Position:** The Alumni and Parent Relations Coordinator is responsible for the development, planning, and implementation of programs and projects that strategically engage alumni in strengthening Valley Christian Schools. Serving as an ambassador, the Coordinator will maintain positive relationships with VCS alumni to cultivate and advance financial support by securing annual gifts. The Coordinator reports to the Vice President of Development and is an integral part of the *Extend the Gift* Development team. The Coordinator is responsible for implementing the goals and objectives of the Extend the Gift annual giving program within the Alumni community.

**Christian Role Model Commitment:**

* Express a testimony of a personal relationship with God through Jesus Christ.
* Serve as a Christian role model and a consecrated Christian, dedicated to the purpose and goals of the Christian school.
* Have an understanding of the philosophy and objectives of Valley Christian Schools.
* Be regular in attendance at a Christian Bible believing church of your choice.
* Be agreement with the VCS Statement of Faith and be committed to daily prayer and spiritual growth. (I Tim. 1:3; I Tim. 2:1-8; I Tim. 3:1-13; I Thess. 5:11-28; Rom. 12:14-21; Rom.14: 4; Gal. 6:1-10).

**Personal and Professional Qualifications:**

* Have a proven evidence of adequate preparation, background and ability required by the position.
* Be committed to implement and enforce policies and follow prescribed procedures.
* Have the skill to make and effectively communicate timely decisions.
* Have the ability to foster creativity and be responsible for innovative ideas.

**Job Duties:**

**Alumni Relations**  
The Coordinator establishes and maintain good relations with the Valley Christian Schools’ community including current and former students, faculty, and staff. Specific duties will include:

* Monitor all alumni update forms to identify and represent any notable alumni activity
* Champion the benefits of alumni engagement within the community
* Working with various departments around the school who allow alumni access to their facilities to ensure information about the benefits they are providing is up to date
* Engaging current students and staff through internal communications and events
* Write, design, refine, prepare and distribute of alumni mailings

**Alumni Programs**  
Plan, implement and promote alumni programs that support VCS’ strategic vision as well as organizational fundraising priorities, including management of annual alumni events. This includes:

* Homecoming
* Hall of Fame
* Reunions
* College and Career Day
* “Alumni Day” at various athletic and artistic events
* Annual Golf Classic

**Alumni Volunteer Opportunities**  
Responsible for identifying, recruiting and in some cases managing alumni volunteers for such activities as:

* Reunion Event planning
* Reunion Class giving
* Networking opportunities, including with current students and young alumni
* Phone-a-thons for alumni giving

**Alumni Fundraising**  
Collaborate with the Vice President of Development to increase support from alumni. This includes:

* Routinely identify, qualify, cultivate, solicit, and steward alumni prospects for gifts
* Manage all alumni giving per class
* Communicate development-related opportunities to give (i.e. Warrior Fund, Quest Ball and Golf Classic) through regular calls and meetings
* Lead reunion year fundraising efforts, with a goal of measurably increasing alumni participation and gifts in reunion class years

**Events**  
Assists in the planning and execution of alumni, fundraising, and engagement activities both on and off campus. To include:

* Work with external partners to book venues, catering and accommodations as necessary
* Marketing and messaging of events
* Assisting with the set-up and execution of events on the day (may include evening and weekend work)

**Communications**  
The Coordinator communicates effectively to establish and build relationships with a wide range of alumni, locally, regionally, nationally and internationally. Maintains regular communication with alumni via direct contact (phone calls and messages) broadcast email, alumni web pages, and print publications.  
 Additional duties will include:

* Is the first point of contact for alumni inquiries (via phone, email, web and social media) to respond to inquiries and requests in a timely manner providing first-class customer service to all
* Monitors and updates all alumni social media forums
* Updates the alumni section of the VCS website/web-portal to ensure information is accurate and current
* Educates graduating students about alumni benefits and engage them in programs
* Directs the production of the alumni e-newsletters, direct mail, flyers and other promotion materials
* Utilizes data, manages information and seeks out best practices from other private schools to ensure effective communication and engagement strategy with alumni and families

**Information Management**

* Continuously increase the quantity and quality of alumni contact information through the VCS online yearbook strategy and other means
* Timely and accurate data-entry of new records and updates to existing records including the processing of returned mail
* Uses data management software iModules, to import and export data, build and generate queries, produce reports and lists as needed
* Learn and implement Raisers Edge NXT software for alumni data management
* Ensures all data contained within the database is accurate and reliable
* Records details of all outgoing and incoming correspondence accurately on the database.

**General**

* This job description summarizes the main duties and accountabilities of the position and is not exclusive. The Coordinator may be required to undertake other duties of similar level of responsibility.
* It is anticipated that this job description will change over time in accordance with the needs of the role. The holder of the position will be consulted on any proposed amendments.
* It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The holder of the position must ensure the confidentiality of personal data remains secure and the terms of the Valley Christian School policies are met in respect of information held on the VCS computerized systems. The holder of the position will be required to sign Valley Christian School’s Confidentiality Agreement.

**Essential Functions:**

The Alumni and Parent Relations Coordinator is responsible for the planning and implementation of programs and projects that strategically engage alumni in strengthening Valley Christian Schools programs and provide tangible benefits to alumni and current students. Serving as an ambassador, the Alumni and Parent Relations Coordinator will secure positive relationships with VCS alumni to cultivate and advance alumni giving of time, talent and treasure.  
  
The Alumni and Parent Relations Coordinator reports to the Vice President of Development and is a member of the Development team.

**Non-Essential Functions:** None

**Supervisory Responsibilities:** None

**Knowledge and Skills:**

* Bachelor’s degree from an accredited college or university
* Have three or more years of successful development experience in non-profit organization or the equivalent
* Have an enthusiastic and positive approach, a creative thinker
* Possess outstanding promotion and writing skills
* Ability to act with discretion, remain calm under pressure and meet deadlines
* Remain organized and flexible with ability to prioritize; good time manager
* Ability to take initiative, work independently or in a team environment to achieve organizational goals
* Be a team player who responds well to leadership and relates positively with people
* Excellent written, oral and interpersonal skills
* Experience in and knowledge of social media
* Excellent working knowledge of Microsoft Office

**Fiscal Responsibilities: (Budget responsibilities, approval privileges, reporting and auditing)**

None

**Extent of Public Contact: (Type and frequency)**

Daily contact with teachers, staff, coaches, students, parents, guests and school administrators.

**Physical Demands: (Lifting, walking, equipment operations)**

Ability to operate a computer and other office equipment. No heavy lifting.

**Working Conditions and Environment: (Travel, usual work hours, environmental conditions)**

Work is performed in an office environment. Position is not required to travel. Willing and able to work occasional nights and weekends.