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**DESCRIPTION, DUTIES & EXPECTATIONS OF POSITION**

<b>POSITION TITLE:</b>	ASSOCIATE DIRECTOR OF REUNION AND PARENT GIVING
<b>PERSONNEL CLASSIFICATION:</b>	ADMINISTRATIVE STAFF, FULL-TIME
<b>DEPARTMENT:</b>	OFFICE OF DEVELOPMENT AND COLLEGE RELATIONS
<b>DEPARTMENT HEAD:</b>	VICE PRESIDENT FOR DEVELOPMENT AND COLLEGE RELATIONS
<b>IMMEDIATE SUPERVISOR:</b>	DIRECTOR OF DEVELOPMENT AND ALUMNI ENGAGEMENT

**OVERVIEW:** The Associate Director of Reunion and Parent Giving is an integral member of the college's fundraising team. The Associate Director works with the Director of Development and Alumni Engagement and other staff within the development office to achieve increased levels of annual support from alumni, students and parents.

The reunion program is positioned to identify, cultivate, and solicit strong support for the Monmouth Fund in the form of gifts and pledges in celebration of reunions for each of thirteen classes in a milestone reunion year, as well as for classes in the reunion cycle. S/he also directs teams of alumni volunteers who will solicit class reunion gifts.

The parents program provides the College the opportunity to foster engagement with our current and past parents for a mutually beneficial relationship. The Associate Director will engage targeted individuals for involvement on the Parent's Council, while also focusing on increased fundraising within the full parent population.

**ESSENTIAL DUTIES:** Responsibilities may include, but are not necessarily limited to the following:

**STRATEGIC PLANNING AND ANALYSIS:**

- Plan, organize, execute and evaluate annual giving solicitations to secure philanthropic support for Monmouth College including targeted mailings, telephone calling, strategic use of social media and e-communications to reunion alumni, students and parents.

- Regularly track progress toward achieving Monmouth Fund financial and donor goals and metrics. Assist in the regular analysis of donor giving, patterns and trends of participation, and the identification of weaknesses in giving and participation rates that need to be strategically addressed (e.g., younger alumni, middle-aged alumni disengaged with the college, past parents, etc.).
- Frequently evaluate fundraising progress and results, and make necessary modifications or adjustments in plans as appropriate in order to achieve goals.
- Employ data mining to strategically utilize the College's computer records of alumni and parents in designing targeted solicitations.
- Maintain appropriate records and prepare follow-up analyses and reports of solicitation efforts for assigned fund-raising programs.
- Update supervisor and development staff regularly about progress on reunion, student and parent giving solicitations and projects including preparing and distributing daily, weekly, and monthly results and statistics.
- Research and explore best practices and implement new ideas to strengthen current program and increase results.

#### CLASS AGENTS AND REUNION CLASS GIVING PROGRAM:

- Working with the Director of Development & Alumni Engagement and the Associate Director of Alumni Relations, coordinate class reunion gift campaigns for milestone anniversary classes, including the scheduling of campaign gift committee meetings and teleconferences, providing information to committee members for screening and rating alumni lists, developing solicitation strategies for each reunion class, tracking progress on gift solicitations, and assisting with class reunion event plans.
- Recruit, train, and manage reunion gift volunteers (both current reunion year and pre-reunion year volunteers). Maintain frequent contact with volunteers through mail and email correspondence and telephone.
- Identify and prioritize leadership giving prospects. Work with Major Gifts Officers to coordinate solicitation and recruitment strategies for key prospects.
- Provide information and assistance available to volunteers to support their ability to proceed with recruitment, solicitations, and other assignments. Follow up with volunteers to ensure completion of assigned responsibilities.
- Monitor progress toward class goals and adjust gift campaigns as necessary.
- Maintain a relationship with class agents, facilitating an annual communication plan for each Monmouth College class and recruiting new class agent volunteers as needed.

#### PARENTS GIVING PROGRAM:

- Manage the Parents Council volunteers to develop strategic meeting content, annual plans and goals that lead to deeper involvement by council members across campus.
- Recruit new council members and manage a pipeline of potential future council members.
- Lead planning, oversight, and management of Parents Council meetings and related campus activities.
- Ensure each Parents Council member is actively engaged in a conversation with the College about their philanthropic support, volunteer interest and capacity. Identify and prioritize leadership giving prospects. Work with Major Gifts Officers to coordinate solicitation and recruitment strategies for key prospects.

- Provide guidance on integration of the various philanthropic channels targeted at the parent community including: management of peer-to-peer solicitations, a variety of direct mail, phonathon, and e-solicitations. Monitor progress toward overall goals and adjust gift campaigns as necessary.
- Work closely with campus partners in Admissions, Student Affairs, the Wackerle Career & Leadership Office and Communications and Marketing to ensure a cohesive and coordinated approach to the overall parent community.

#### **SENIOR CLASS GIFT & STUDENT PHILANTHROPY:**

- Plan, develop and implement a comprehensive student philanthropy program that will educate students about the importance of staying connected to and financially supporting Monmouth College.
- Working with the Associate Director of Alumni Relations, co-manage the White & Crimson Leadership Society, focusing on recruiting students and providing engagement and philanthropic strategies for each of their four years.
- Recruit a vibrant and engaged senior class gift committee, including current and former student phonathon callers.
- Work with the committee to develop a strategic plan for selecting a class project and raising funds for the senior class gift.
- Manage the solicitation of graduating seniors and their parents for the gift.
- Supervise the recognition and stewardship of all senior class gifts.
- Produce a senior class slideshow to present at the Senior Gala.
- Manage the presentation of the senior class gift at the Senior Gala.

#### **SUPERVISION:**

- Provides indirect supervision of student workers and indirectly supervises Annual Giving Coordinator.

#### **OTHER DUTIES:**

- Assist in donor recognition events and activities, both on and off campus.
- Assist with and participate in Office of Development and College Relations events and activities as requested (e.g., Homecoming, Family Weekend, Donor Recognition Events, ground-breakings and dedications, Monmouth Associates, President's Senior Gala, Commencement, Golden Scots Reunion Celebration, etc.).
- Other projects and activities as assigned by supervisor and the Vice President for Development and College Relations.
- Performs other duties as assigned.

#### **JOB REQUIREMENTS/QUALIFICATIONS (required unless otherwise noted):**

- A minimum of a bachelor's degree.
- Professional and/or volunteer experience in philanthropic fundraising, nonprofit organizations, public relations, advertising, marketing, or a related field is preferred.
- Excellent interpersonal, writing, and speaking skills.
- Excellent telephone and conversation skills.
- Ability and willingness to work evenings and weekends to participate in other Development and College Relations events and activities.

- Ability and willingness to travel. Must possess a valid driver's license and satisfactory driving record.
- Ability to work independently and cooperatively on a team. A strong work ethic and attentiveness to detail are required.
- Ability to multi-task and keep more than one project on schedule at the same time.
- Ability to build relationships. Superior people skills that include tact, diplomacy and sophistication.
- Possess a warm, outgoing, energetic, positive demeanor.
- Outstanding determination to motivate and engage student workers, alumni and parent volunteers individually and in groups; ability to be comfortable asking students, alumni and parents to assist with College projects.
- Familiarity with, and appreciation for, the role of the small liberal arts college is essential.
- Ability to maintain good relationships with professional colleagues, donors, alumni, parents, faculty, staff, and students is required.
- Computer literacy skills to perform duties of the position including working knowledge of shared database systems, Word, Excel, Publisher and PowerPoint.

**GENERAL EXPECTATIONS OF POSITION:**

Regular attendance on the job is an essential function of the position. Maintain regular and timely work hours as assigned by the position supervisor, and be prompt in arriving at the office every day; normal office hours are 8 a.m. to 5 p.m., Monday through Friday; regular schedule may be adjusted to reflect certain responsibilities. Work at least eight hours each day (not including breaks and lunch periods). Work additional time (weekends and evenings) as necessary to successfully carry out all position responsibilities and achieve program goals and results. Instructions and assignments are to be carried out in a manner that promotes and is consistent with the intrinsic goals of Monmouth College. All requirements are subject to change, with possible modifications made to reasonably accommodate individuals with disabilities.

**ADDITIONS, AMENDMENTS, AND DELETIONS:**

The whole or any portion of this Position Description may be added to, amended, or deleted at any time by the position supervisor, department head or President.

**DISTRIBUTION:**

One (1) copy of this document will be provided to the employee, immediate supervisor, and department head. An additional copy will be maintained in the employee's personnel file.