



Alumni Engagement Officer

Reporting to the Executive Director of Engagement and Annual Giving, the Alumni Engagement Officer is responsible for increasing alumni engagement, with a focus on developing alumni clubs in major markets as well as shared-interest, alumni affinity communities. The Alumni Engagement Officer will develop and implement best in class alumni programs using data analytics and engagement metrics to measure success and lead the exploration and implementation of innovative ways to engage alumni of all ages and multiple affinities in support of the mission and goals of the Office of Advancement.

The Alumni Engagement Officer is a full-time exempt position and minimal hours of work performance expected are 40 hours/week. Depending on planned events and activities of the Advancement Office, evening and weekend hours will be required; otherwise, the normal work schedule is 8:30am to 5:00pm, Monday through Friday.

RESPONSIBILITIES

- Act as primary liaison to domestic regional clubs in major and some secondary markets. Establish annual goals and budgets for regional clubs and introduce and support a variety of innovative programming and communications designed to engage alumni of all ages and majors. Identify, recruit, train, steward and manage club leadership, and grow club leadership pipeline. Provide timely and effective customer service and interface with alumni volunteers to manage expectations, questions, and concerns. With an in-depth understanding of alumni interests/needs and Wofford College faculty expertise, facilitate the development of collaborative learning programs in major regional clubs in order to enhance alumni life-long learning and affinity to Wofford College. Review all events with risk management, reserving the right to disapprove a proposed event or cancel a scheduled event for perceived risk.
- Identify, develop, and implement a strategically designed affinity group program for alumni, which enhances and expands outreach to and engagement of underserved alumni. Identify, recruit, steward and manage volunteers to increase outreach, define programming goals. Outline the college's expectations in terms of number of events, types of events, etc. Develop tools and standards to promote affinity groups. Work with existing affinity groups to actively engage and include potential members. Oversee and monitor affinity group budgets. Provide guidance in price setting for events to prevent financial loss.
- Utilize database to track/analyze/report alumni participation related to club/affinity group events, including registrations, attendance, email open rates, etc. Create management reports on volunteer engagement as appropriate.
- Introduce affinity group reunions and assist with planning Wofford College Homecoming weekend and identify, recruit and engage volunteers in support of class participation, reunion planning, and support class-giving campaigns.
- Perform other duties and service as assigned, elected, and/or appointed to.

QUALIFICATIONS

A Bachelor's degree is required for appointment. At least three years progressively responsible experience in alumni relations, development or a related field with a minimum of two years managing and fostering productive relationships with leadership volunteers, as well as demonstrated effective communications skills are strongly preferred. Other preferred qualifications include: knowledge and effective use of alumni and development databases; strong computer skills (hardware, software, and programs); knowledge and effective use of digital, social media, and diverse mediums of communication; effective public speaking and presentation skills, and experience managing budgets.

Strong time management skills, with effective organization skills to prioritize and complete multiple tasks simultaneously with close attention to detail and under deadlines is expected in this role. The selected incumbent will be expected to work both independently and as part of a team, contingent upon the duties, events, or project at hand.

APPLICATION

All application materials must be submitted electronically to HR@wofford.edu. **Please label the subject line Advancement Position.** Application materials include: (1) a letter of application explaining how you meet the qualifications of this position; (2) a current resume; and (3) names and contact information for three professional references (including email addresses and phone numbers).

BENEFITS

Wofford College provides a competitive benefits package including employer contribution to retirement savings, employer premium contribution to comprehensive major medical insurance, tuition remission for qualifying dependents, disability insurance, and other accompanying fringes.

ADDITIONAL INFORMATION

The College's non-discrimination statement, as adopted by the Board of Trustees, is Wofford College does not discriminate on the basis of race, color, creed, religion, sex, age, national origin, disability, veteran status, sexual orientation or any legally protected status.

Wofford College values diversity within our students, faculty, and staff, and strives to recruit, develop, and retain the most talented people. We encourage applications from all underrepresented groups, including persons with varied backgrounds, perspectives, and experiences, regardless of race, color, creed, religion, sex, age, national origin, disability, veteran status, or other legally protected status in accordance with applicable federal and state laws.

It is the policy of Wofford College to provide reasonable accommodations for qualified individuals with disabilities who are employees or applicants for employment. If you require an accommodation to participate in any part of the hiring process, please contact Human Resources at HR@wofford.edu .

A background check will be conducted for finalist candidates. Employment is contingent upon completion of a successful background check and establishment of identity and verification of employment eligibility as required by the Immigration Reform and Control Act of 1986.

ABOUT WOFFORD COLLEGE

Wofford College, established in 1854, is a four-year, residential liberal arts college located in Spartanburg, S.C. It offers 26 major fields of study to a student body of 1,690 undergraduates. Nationally known for its strong academic program, outstanding faculty, study abroad participation and successful graduates, Wofford is recognized consistently as a "best value college" and is among the New York Times' "Top Colleges Doing the Most for the American Dream," a ranking based on accessibility for low- and middle-income students. The college community enjoys Greek Life as well as 19 NCAA Division I athletics teams.