

Duke University School of Nursing

Job Description

HR Title: Senior Director, Alumni Affairs

Working Title: Senior Director, Alumni and Engagement Programs

Job Code: 1600

Job Level: 16

Updated: 03/2023

### **Occupational Summary**

As a member of the School of Nursing Development and Alumni Affairs team, the Senior Director of Alumni and Engagement Programs is responsible for the strategic planning, creation, implementation and maintenance of alumni programs, donor relations strategy and engagement events that foster strong relationships and goodwill for the School of Nursing with alumni, donors, friends and current students as future alumni.

In addition, this position provides direction and develops strategy for alumni and development communications associated with alumni, donor relations and fundraising programs. The Senior Director develops key relationships with targeted constituents and provides direction for a comprehensive stewardship program for all philanthropy directed to the School of Nursing.

This position is responsible for board development and management of the Nursing Alumni Council. The Senior Director also has responsibility for budget development and oversight for all alumni and donor events. The Senior Director works collaboratively with colleagues in Duke Health Development and Alumni Affairs (DHDA), and works collegially throughout the School of Nursing and Duke University community to maximize alumni and donor engagement and build loyalty, institutional pride, and financial support for the Duke University School of Nursing.

### **Supervisor**

The Senior Director reports to the Associate Dean for Development and Alumni Affairs.

### **Responsibilities:**

#### **Strategic Planning, Management and Administration (25%)**

Create and implement robust alumni engagement programs for the School's traditional four-year graduates and for graduate and professional school alumni that promote alumni and donor goodwill, engagement and financial support through creative programming and thoughtful event strategies, reinforcing themes, priorities and goals of the School of Nursing.

Provide strategic direction for an overall philanthropic stewardship program that acknowledges gifts, engages donors and donor prospects, and effectively stewards donors' investments in the School of Nursing. Serve as liaison to DHDA Donors Relations and Special Events.

Develop a regional program strategy for alumni and other constituencies important to the School.

Serve as the primary point person with the Duke University Alumni Association and participate in Duke alumni programming and in other Duke graduate and professional schools.

Staff and oversee daily operations of the Alumni Affairs program, including annual planning and goal setting, personnel management, program evaluation, and providing leadership for potential expansion of regional programming.

Develop benchmarking program, provide reports on program success, event participation and financial reports, and provide reports to the Associate Dean on a monthly and quarterly basis. Establish comprehensive event metrics and advise on industry trends to continuously improve engagement opportunities and ensure appropriate ROI.

Develop strategies and processes to update and acquire accurate information to improve biographical information of alumni and donor database records. Ensure accurate and complete alumni database records; capture contact, biographical and career information of alumni via surveys, projects (e.g. alumni directory), correspondence, website, postal returns, etc. Oversee the maintenance of accurate records and pertinent information using the development and alumni affairs database, including updating committee membership, event participation, etc.

Oversee day-to-day activities of the Alumni Affairs program including staff hiring and supervision, performance appraisals, work study students, and make recommendations on staffing structure, promotions and salary levels. Supervise work of Development Associate and, as appropriate, any work study or temporary employees as assigned.

Develop and incorporate strategic messaging for all print and virtual communications with alumni, donors and prospective donors, collaborating with colleagues in DHDAA and the School of Nursing.

Provide leadership for volunteer engagement.

#### **Alumni and Donor Programs and Events (40%)**

Guide the development and implement successful alumni programming, finding ways to engage alumni as well as faculty, staff, students, donors and other natural constituents in meaningful and rewarding ways that deepen their commitment to the School of Nursing.

Partner with SON development staff and DHDAA to provide leadership for donor through specialized gift acknowledgements, gift clubs and incentives, annual donor wall updates, etc.; coordinate cultivation/stewardship activities in collaboration with DHDAA Donor Relations.

Create and implement an annual plan that promotes alumni goodwill, loyalty, engagement, and philanthropy through creative programming and thoughtful event strategies. Ensure that engagement programs reinforce thematic content, priorities and goals of the School of Nursing.

In collaboration with colleagues in DHDAA and Duke Alumni Engagement and Development (AED), develop and implement alumni and donor programs and events including annual Reunion, local and regional alumni programming, the SON Alumni Awards Program, the annual Dean's Reception for donors, the Bessie Baker Society donor recognition events, and other alumni and donor engagement opportunities; coordinate with the SON direct mail program to align with the comprehensive annual alumni communications and solicitation calendar.

Develop School of Nursing alumni/donor programming and content to leverage AED and/or DHDAA on-campus and regional engagement programs.

Work with the DAA Special Events team to insure coordination and alignment with Duke Health events and programs.

Create a vibrant five-year reunion program for classes celebrating fifth through 50<sup>th</sup> Reunions as well as members of the Half Century Society (50+ years). Oversee the development of a Young Alumni program and other new programming, including new models for engaging young alumni in reunion. Work collaboratively with colleagues in annual and reunion giving to coordinate alumni programming in ways that set the stage effectively for reunion giving programs.

Develop and implement innovative targeted engagement opportunities for alumni with traditional on-campus experiences as well as those alumni with distance learning-only experiences.

In collaboration with colleagues in SON, develop and implement programs to engage students as future involved alumni with opportunities for both students with traditional on-campus experiences and distance learning-only experiences.

Develop resource needs and oversee budgeting and monitor expenditures for all alumni and donor events and stewardship activities.

#### **Alumni and Donor Communications (20%)**

Develop, recommend, and implement a comprehensive strategy for marketing and promoting the School to alumni, donors and prospective donors in order to build and foster positive alumni, donor, and potential-donor relationships. In partnership with DHDA and SON Communications, develop alumni and donor communications to promote event, engage alumni and donors and to solicit gifts through print, e-mail and social media as appropriate.

Develop integrated strategy and messaging that supports efforts in direct mail, stewardship and donor relations.

Make recommendations for strategic partnerships that have media and marketing implications.

Provide support for development of donor solicitation proposals, taking leadership for renewal of philanthropic foundation proposals.

#### **Alumni Board and Volunteer Development (15%)**

Provide leadership for the Nursing Alumni Council and its volunteer engagement; recruit new members and engage current members with alumni, faculty and staff as appropriate. Manage logistics and meeting content for semi-annual meetings of the Council, as well as interim meetings of Council committees. Volunteer engagement may include organizing meeting logistics, staffing Council or Board subcommittees (awards committee, nominations committee, and others as assigned) in order to foster strong and productive relationships.

Support the volunteer engagement of the School of Nursing Board of Visitors.

Coordinate volunteer engagement for all programs that may involve Nursing alumni including the Nursing Alumni Council, Duke University Alumni Association Board, regional alumni boards, Duke Women's Weekend, and other Duke Alumni programs.

Coordinate with School and DHDAA leaders to maximize volunteer impact and align purpose of the Council with School priorities.

Consult with faculty, staff, alumni and other individuals to recommend alumni and donors for positions of leadership on the SON Board of Advisors, Nursing Alumni Council and other DHDAA or Duke leadership boards.

Ensure that all alumni and alumni volunteer engagement programs reflecting positively on the quality and professionalism of the School of Nursing, Duke Health, and Duke University brands.

**Other**

Serve as point of contact for inquiries and solutions in absence of Associate Dean.

Position requires some travel and a commitment to working some evenings and weekends.

Perform other duties as assigned.

**EDUCATION/TRAINING**

Work requires analytical, organizational, and communications skills generally acquired through a bachelor's degree program. Master's degree preferred.

**EXPERIENCE**

Minimum of 10 years alumni, donor relations and/or development programs management experience. Significant program development, personnel and project management experience strongly preferred.

**SKILLS/REQUIREMENTS**

- Must possess strong project management skills
- High level of creativity, initiative and motivation
- Strategic and critical thinking essential
- Board/volunteer management
- Excellent oral and written communication skills
- Team orientation
- Proven ability in building relationships
- Sound decision making skills with good judgment
- Ability to work effectively in a fast-paced environment