



WILLOWS ACADEMY

Job Description for Part-Time High School Alumni Engagement Director

Position Title: Part-Time Alumni Engagement Director

Reports To: Head of School or Director of Advancement

Location: The Willows Academy

Employment Type: Part-Time (Approximately 20 hours per week)

Salary: \$25,000-\$35,000

Position Overview:

The Alumni Engagement Director will strengthen and deepen the relationship between Willows Academy and its alumni community. This position is critical in enhancing alumni involvement, engagement, and support for the Willows Academy mission. The ideal candidate must be an alumna of The Willows Academy and will work closely with the advancement team, the school's administration, and alumni volunteers to ensure ongoing alumni relationships that align with the institution's values, goals, and vision.

Key Responsibilities:

1. Alumni Relationship Management

- o Cultivate and maintain meaningful relationships with alumni, serving as the primary point of contact for all alumni engagement efforts.
- o Develop and implement strategies to increase alumni participation in school events, campaigns, and programs.
- o Engage alumni through multiple channels, including email newsletters, social media, and in-person events.

2. Alumni Programming and Events

- o Plan, organize, and execute alumni events (reunions, networking events, and regional gatherings) in-person and virtually.
- o Support school events that involve alumni and ensure they are incorporated into the school's overall development and engagement efforts.
- o Establish a program for young alumni to stay engaged and connected with the school.

3. Alumni Communications

- o Develop and manage the alumni newsletter and other communication tools to share school news, alumni achievements, and upcoming events.
- o Collaborate with the advancement and communications teams to ensure alumni stories, highlights, and news are shared through school publications and social media.

4. Volunteer Engagement

- o Recruit and manage alumni volunteers to support school initiatives and events.
- o Develop alumni leadership boards and advisory councils to foster deeper school governance and fundraising involvement.



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5. Alumni Data Management

- o Maintain and update alumni records in the school's database to ensure accuracy and completeness.
- o Use data analytics to measure alumni engagement and improve alumni outreach strategies.

6. Fundraising and Support

- o Encourage alumni participation in giving programs, capital campaigns, and special initiatives to support the school's fundraising initiatives.
- o Work closely with the Director of Advancement to align alumni engagement with the school's broader fundraising goals.

Qualifications:

- Must be an alumna of Willows Academy.
- A bachelor's degree in communications, marketing, or nonprofit management is preferred.
- Some experience in alumni relations, community outreach, or development is preferred but not required.
- Strong interpersonal and communication skills, with the ability to engage and motivate others.
- Proficiency in social media platforms, email marketing tools, and alumni database software.
- Ability to manage multiple projects and meet deadlines in a dynamic, mission-driven environment.
- Passion for Willows Academy's mission and a deep understanding of the Academy's history and culture.

Skills and Competencies:

- Excellent verbal and written communication skills.
- Strong organizational skills with attention to detail.
- Ability to work independently and as part of a team.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and familiarity with alumni management software.
- Creativity in event planning and problem-solving.
- Ability to network effectively and maintain strong professional relationships.

How to Apply:

Interested candidates should email Katie Stangel at stangel@willowsacademy.org a resume and a cover letter outlining their experience and interest in the position.

The Willows Academy is an equal opportunity employer.



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