



Wingate University Director of Alumni Engagement

Wingate is one of the fastest-growing independent universities in the state, serving more than 3,400 students on three campuses. We emphasize faith, knowledge, and a spirit of service in all our programs regardless of the field of study. At Wingate, we are committed to an inclusive and welcoming environment for working, learning, and living. As an equal employment opportunity employer, we respect each individual and support the diverse cultures, perspectives, skills, and experiences within our workforce. Wingate's main campus is located on 540 acres of beautiful landscape and is only 25 minutes from the Charlotte metropolitan area. Learn more at www.wingate.edu.

Position Title: Director of Alumni Engagement, Advancement

Position Location: Wingate Main Campus

Position Summary: The Director of Alumni Engagement plays a central role in engaging Wingate University alumni in the life of the University through programming, communications and fundraising. The Director of Alumni Engagement is a highly motivated strategic thinker and strong communicator responsible for the creation of events and content that informs, inspires, encourages, persuades and engages target audiences in meaningful and relevant ways. As a key member of the Office of Advancement, the Director of Alumni Engagement works collaboratively with fellow teammates and colleagues across campus to increase alumni giving and support Wingate University's mission.

Duties and Responsibilities:

Programming

- Coordinate Homecoming Weekend, including making strategic decisions about event offerings, logistical planning in coordination with events team, and outcomes assessment in collaboration with Advancement Services teammates.
- Manage the annual Alumni Award event including the selection and recognition process.
- Develop diverse programming to engage and re-engage alumni on campus, off campus, and virtually.
- Plan the growth and accessibility of networking opportunities for students and alumni in collaboration with Career Services and other departments across campus.
- Work with the Advancement team to increase alumni involvement with boards, volunteerism, and event participation.
- Collaborate on ways to consistently collect and update alumni information through multiple communication channels and events.
- Establish an ongoing approach to identify and prioritize volunteer leadership opportunities for alumni interested in giving back to the University.

Communications

- Collaborate with the Assistant Director of Strategic Communications for Advancement to create and execute a comprehensive alumni marketing and communications plan for sharing University news and promoting programming and events.
- Build the audience and engagement on the University's alumni social media accounts through sharing relevant content on a regular basis.
- Contribute to the content development for the Wingate magazine, which includes sharing ideas for alumni spotlights and encouraging the submission of class notes.
- Work in tandem with the Assistant Director of Strategic Communications for Advancement to keep the alumni website content relevant and accurate.

Fundraising

- Strategically plan alumni programming and communication with overall Advancement goals in mind.
- Collaborate with the Assistant Director of Strategic Communications for Advancement to recruit alumni advocates for One Day, One Dog (24-hour day of giving).
- Document meaningful interactions with alumni in the Advancement CRM, Raiser's Edge NXT.
- Work with gift officers and the management team to suggest alumni leads for further development.

Qualifications and Experience:

- Bachelor's degree required.
- Two or more years in alumni relations, volunteer management, development, public relations, event planning and/or a combination of education, experience & training preferred.
- Proficiency in Microsoft Office Suite.
- Strong interpersonal and written/verbal communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- Ability to collaborate and work effectively as part of a team.
- Demonstrated ability to develop, direct, and coordinate multiple programs and activities, including promotion.
- Ability to recruit, train, and motivate volunteers.
- Strong desire and natural ability to engage and interact with people.
- Ability to authentically and enthusiastically represent the mission, vision, and values of Wingate University.

To apply, please submit a letter of interest, resume, and contact information for 3 references to Human Resources at careers@wingate.edu. In the letter of interest, please address the opportunities this role has to support Wingate University's dedication to diversity, equity and inclusion.

Wingate University abides by all federal and state laws prohibiting employment discrimination solely on the basis of a person's race, color, creed, national origin, religion, age (over 40), sex, marital status or physical handicap, except where a reasonable, bona fide occupational qualification exists. Wingate University is committed to the provisions of the Americans with Disabilities Act and its amendments. Wingate University expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability or veteran status. At this time, we are currently seeking candidates with legal authorization to work in the U.S.