

UNIVERSITY OF NORTH CAROLINA
SCHOOL OF THE ARTS

Position Announcement
Director of Alumni Engagement
Winston-Salem, North Carolina

The Opportunity | University of North Carolina School of the Arts (UNCSA)

Founded in 1963 as the country's first public arts conservatory, UNCSA is a top-ranked creative and performing arts conservatory located in Winston-Salem, N.C. It is the state's unique professional school for the performing, visual, and moving image arts, and is one of 17 constituent campuses in the UNC System.

UNCSA provides gifted emerging artists with the experience, knowledge, and skills needed to excel in their disciplines and in their lives. By training creative, gifted, and hardworking emerging artists to do what they love and do it brilliantly, UNCSA serves and enriches the cultural and economic prosperity of the people of North Carolina and the nation.

The Office of Advancement directly supports UNCSA's mission and strategic priorities by building meaningful relationships with a variety of constituents and developing opportunities at all levels of alumni, volunteer, and philanthropic engagement. The Office of Advancement works closely with the UNCSA Foundation, which provides oversight of philanthropic gifts to UNCSA, including gift processing and records management. This is an exciting, fast-paced team made up of talented colleagues who are passionate about their work, strive for excellence, support and care about each other, and work to embody the values of equity, diversity, inclusion, and belonging.

The Position | Director of Alumni Engagement

The Director of Alumni Engagement (DAE) develops and implements a comprehensive alumni engagement plan to create an extensive, vibrant community of meaningfully engaged constituents for the University of North Carolina School of the Arts. Supporting UNCSA Forward (the University's five-year strategic plan), and based on national best practices, the alumni engagement plan will include long-term vision and goals, metrics and benchmarks, and annual plans to create and maintain pathways for alumni engagement that advance UNCSA's goals, foster a sense of community, and encourage alumni participation across multiple opportunities, including volunteerism and philanthropy.

CORE RESPONSIBILITIES

Following best national practices, including CASE standards for measuring alumni engagement, and working in close conjunction with other members of the Advancement team, campus leadership, and key alumni, the Director of Alumni Engagement will lead a team responsible for:

Alumni Engagement – 60%

- Developing, maintaining, implementing, and annually updating UNCSCA's Alumni Engagement plan.
- Setting key alumni engagement metrics and ensuring consistent growth and improvement year-over-year.
- Representing the Advancement team and UNCSCA as a key point of contact for alumni.
- Representing alumni viewpoints and priorities within the Advancement team and on the campus.

Donor Strategy – 20%

- Participating in donor strategy sessions, providing insights and opportunities to effectively cultivate, solicit, and steward prospective and existing donors.
- Developing and supporting alumni events on campus, in the local community, and nationally.
- Supporting the identification, recruitment, and coordination of alumni involvement in UNCSCA activities and priorities, including guest artists, recruitment and admissions, mentoring, volunteering, and others.

Alumni Communications – 15%

- Developing an alumni communications plan in partnership with Strategic Communications and Donor Relations, including online newsletters, magazine articles, social media, and support of special events.
- Gathering alumni input and support for key campus initiatives as determined by UNCSCA's chancellor, deans, and other campus leadership.

Alumni Social Media and Activities – 5%

- Managing and promoting alumni social media pages to monitor and track alumni successes and awards and recognition.
- Tracking alumni activities in Raiser's Edge.
- Supervisor of Alumni Engagement Coordinator and Federal Work-Study student.

Knowledge, Skills, and Abilities

- Knowledge of best practices in university advancement and alumni engagement; strong organizational and communication skills; demonstrated ability to develop relationships with a broad range of constituents; interest in/knowledge of the arts and arts industries.
- Three to five years of demonstrated success in advancement work, with at least two years of experience working with alumni.
- Demonstrated project management skills.
- Demonstrated ability to manage volunteers.
- Exceptional communication and interpersonal skills, including the ability to work collaboratively and creatively with colleagues throughout a variety of constituent groups.
- Strong interpersonal skills with a track record of relationship building to meet financial or other goals.
- Experience in community building, both with vision and action.
- An affinity for the goals and mission of UNCSA and a passion for supporting the arts.
- Ability to travel and work on evenings and weekends.

Minimum Qualifications

Bachelor's Degree with three to five years of experience in alumni relations, advancement, or other related professional experience.

Preferred Qualifications

- Strong awareness and interest in evolving trends, developments and best practices in alumni engagement and communications.
- Knowledge of university advancement.
- Proficiency in Advancement software (Raiser's Edge, Wealth Engine, etc.).

APPLY HERE

UNCSA has retained Capital Development Services (CapDev) to assist with professional recruitment. Candidates should include a cover letter and a resume. All material will be kept confidential. Additional inquiries may be directed to CapDev at search@capdev.com.

