



Assistant Director of Alumni and Parent Engagement

Institutional Advancement

Summary of Duties, Responsibilities and Goals

The Assistant Director will report to the Director of Alumni and Parent Engagement and will work closely with volunteers, as well as with team members within Institutional Advancement. This position will be the program lead for Homecoming and Family Weekend, and manage engaging virtual programs for alumni and parents. The Assistant Director will recruit alumni and parent volunteers in these program areas, and provide volunteers with strategic guidance and direction that supports departmental and institutional goals.

Essential Functions

Regional Programming (50%)

- Develop and implement a regional engagement plan, with a focus on events and programs that highlight Occidental College and reconnect alumni and parents with the institution.
- Identify, recruit, manage, steward a diverse and representative cross-section of volunteers, and collaborate with them to develop a broad range of programs that will engage new audiences. Use pro-active research strategies to support the volunteer recruitment process.
- Develop and maintain metrics to assess return on investment.
- Collaborate with Institutional Advancement colleagues to maximize staff travel and capitalize on alumni and parent host offers.
- In partnership with the Office of the Dean of the College, develop a Faculty Speakers program to enhance regional engagement efforts.
- Serve as a liaison and ensure alignment between Oxy Campaign For Good activities and events, and the regional community and volunteer committees.
- Build post-event strategies and stewardship for attendees and non-attendees
- Provide coding, reporting and analysis of regional engagement.
- Develop tools and systems that empower regional volunteers to serve as ambassadors for Oxy.
- Build strategies and opportunities for volunteers across all regions to collaborate on ideas and best practices.
- Engage constituents that fall into various generational segments, including young alumni, parents, etc.
- Represent Oxy as needed at regional events.

Homecoming and Family Weekend (25%)

- Serve as the program lead for Oxy's Homecoming and Family Weekend program. Develop event strategy and messaging, enlist the support of various campus partners, and collaborate with Donor Events on logistics.
- Build communications plans and outreach strategies for alumni, parents, current students, and faculty/staff.
- Coordinate the Athletics Hall of Fame event, and collaborate on other special and/or fundraising events (i.e. facilities dedications, campaign events, etc.)
- Develop and track metrics to assess programs success, growth opportunities, and overall return on investment.
- Oversee follow-up strategies for both attendees and non-attendees.

Virtual Alumni and Parent Programs and Online Learning Program (25%)

- Lead the development of virtual event strategies and implementation for alumni and parent audiences that highlight alumni and faculty achievements and key College initiatives on a broad range of timely topics.
- Develop and serve as lead on Oxy's online learning program, incorporating new enrichment course offerings, marketing/amplification of existing resources, and using metrics to gauge the success of the program.
- Partner with IA colleagues, faculty, and volunteers to identify program participants and market virtual events.
- Help promote and drive attendance to virtual programs developed across campus.
- Develop, track, and communicate metrics to assess program success, growth opportunities, and overall return.

Qualifications

- Bachelor's degree required.
- An appreciation for and understanding of the value of a liberal arts education, with specific understanding of Occidental College preferred. Ability to communicate effectively the value, message, and brand of Occidental College.
- 2-3 years of relevant experience.
- Volunteer management experience preferred.
- A demonstrated excitement and interest in building and coordinating an engaged alumni and parent community, with the ultimate goal of advancing Occidental College.
- Excellent communication skills including strong writing, revising, editing, and proofreading skills, and the ability to maintain a high standard of accuracy and quality under pressure.
- Demonstrated success in work organization, project and time management.
- Personal initiative and an ability to manage projects simultaneously, to set priorities and follow-through on projects.
- Willingness to travel and work evenings and weekends.
- Proven ability to work independently as well as collaboratively with a mix of deans, faculty, alumni, parents, students and staff, and to maintain the highest level of professionalism.
- Excellent interpersonal skills and a strong customer service orientation.
- Demonstrated ability to motivate, train and support colleagues and volunteers.
- Knowledge of modern data management practices and techniques.

APPLICATION INSTRUCTIONS

Please submit a resume and cover letter explaining how your qualifications meet the requirements of the position to resumes@oxy.edu and write “Assistant Director of Alumni and Parent Engagement” in the subject line. Applications that do not include a cover letter will not be considered.

Additional Information:

Occidental is an Equal Opportunity Employer and does not unlawfully discriminate against employees or applicants on the basis of race, color, religion, sex, sexual orientation, gender identity, gender expression, pregnancy, breastfeeding or related medical condition, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, genetic characteristic or information, military and veteran status, or any other characteristic protected by state or federal law. Occidental is strongly committed to increasing the diversity of the campus community and the curriculum, and to fostering an inclusive, equitable, and just environment within which students, staff, administrators, and faculty thrive. Candidates who can contribute to this goal through their work are encouraged to identify their strengths and experiences in this area. Individuals advancing the College’s strategic equity and justice goals and those from groups that are underrepresented in the field are particularly encouraged to apply.

Salary is commensurate with experience and qualifications. A comprehensive benefits package is available that includes: excellent health, dental, life, and retirement benefits; tuition benefits for the employee, spouse, domestic partner, and dependents; additional extras including use of gym facilities and the College Library. For a detailed description of benefits, please visit <https://www.oxy.edu/offices-services/human-resources/benefits-information>.

All qualified applicants will be considered for employment, including those with criminal histories, in a manner consistent with the requirements of applicable state and local laws, including the City of Los Angeles’ Fair Chance Initiative for Hiring Ordinance.

Occidental College is committed to working with and providing reasonable accommodations to applicants with qualifying disabilities. If you need a reasonable accommodation because of a disability for any part of the application or employment process, please contact Human Resources (hr@oxy.edu).

As a condition of hire for a staff position and for appointment to a faculty position, Occidental College requires that all candidates who have received a conditional offer of employment complete an application form (if they have not already done so) and consent to a background check. Satisfactory completion of a background check, along with pre-employment verifications and references are required as a condition of employment, but only as permitted by federal, state, and local law, including the City of Los Angeles Fair Chance Initiative for Hiring Ordinance.