Associate Director of Alumni and Parent Engagement

Institutional Advancement

Summary of Duties, Responsibilities and Goals

The Associate Director of Alumni and Parent Engagement will report to the Director of Alumni and Parent Engagement and will work with volunteers, campus colleagues, and team members within Institutional Advancement. This position will work in close partnership with the Hameetman Career Center in support of an innovative careers program, and collaborate with colleagues across campus to steward and engage Oxy donors and volunteers and align their support efforts with institutional goals. The Associate Director will serve as program lead for Homecoming and Family Weekend, and oversee a robust program of webinars for parents and families throughout the year. This position will be a highly visible member of the Oxy community, and serve as an ambassador for the Office of Alumni and Parent Engagement on and off-campus.

Essential Functions

Hameetman Career Center and Campus Partnerships (55%)

- Serve as the primary conduit between Institutional Advancement and the Hameetman Career Center (HCC). Develop an in-depth understanding of HCC programs and initiatives, prioritize outreach and engagement opportunities from parents/alumni, and design and oversee prompt and appropriate follow up strategies for all inquiries.
- Provide volunteer management expertise for key alumni and parents, helping to connect positions with qualified students or alumni, and industry leads with HCC program opportunities.
- Collaborate with campus partners to manage the on-and-off campus networks for key industries, including but not limited to Oxy’s Diplomacy and World Affairs/Kahane United Nations Program, and the Economics and Blyth Fund initiative. Host regional networking events for these programs that bring together students, alumni, and faculty and expand career and funding support opportunities.
- Oversee digital networking platforms for the above groups. Recruit and manage volunteer ambassadors who represent and will engage a broad and diverse cross-section of program constituents.
- Provide data analysis that will support the development of programs, proactive recruitment of volunteers and prospects, and measure outcomes and return on investment.
- In partnership with the HCC, produce career engagement and networking events, including programs focused on industry, region, and major. Coordinate with campus and Institutional Advancement colleagues to identify and recruit alumni and parent speakers for these events.

Homecoming and Family Weekend (30%)
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.

Other (15%)

Collaborate in the development of event strategies and implementation for Alumni Reunion Weekend, Family Orientation and other key alumni and parent engagement events.

Oversee a slate of informative webinars for current parents/families to keep them engaged throughout their student’s Oxy experience.

Coordinate general alumni and parent publicity for campus programs and endowed lectures.

Oversee the stewardship program for alumni and parent campus speakers.

Provide staff support for the Alumni Board of Governors and the Oxy Campaign For Good.

Other duties as assigned.

**Qualifications**

- Bachelor’s degree required. Master’s degree preferred.
- 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.
- Knowledge of modern data management practices and techniques including data-based computerized information systems, data modeling, and models of analysis that leads to effective decision making on behalf of the program.
- Experience with virtual program development and technology platforms.
- 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.
- Experience effectively managing volunteers and aligning their support with institutional goals.
- Willingness to work evenings and weekends and to travel.
- Personal initiative and an ability to manage projects simultaneously, to set priorities and follow-through on projects.
- 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.

**Application Instructions**

Please submit a resume and cover letter explaining how your qualifications meet the requirements of the position to resumes@oxy.edu. Applications that do not include a cover letter will not be considered.
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.