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; collaborate with Oxy Athletics on Tiger Club initiatives and programs; and work with the Oxy Fund to design and implement programs that increase engagement with graduates of the last decade (GOLD). 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

Homecoming and Family Weekend (35%)

➢ 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.

Athletics/Oxy Tiger Club (30%)

➢ Coordinate with coaches on dates, programming, and outreach for team’s alumni games. Serve as program lead for tailgates, coach meet-ups, and other events in support of Oxy Athletics.
➢ Track travel schedule and playoff prospects and collaborate with Associate Director in charge of regional programs to develop regional engagement opportunities when appropriate.
➢ Identify key coaching and championship anniversaries and coordinate with Athletics and Oxy Fund to build special celebrations and/or fundraising initiatives around them.
➢ As needed, provide advice and oversight for logistical elements of athletic events, as well as communication and outreach expertise.
Young Alumni Outreach Programming (20%)

➢ Develop and implement an engagement plan for graduating students and graduates of the last decade (GOLD).
➢ Collaborate with Associate Director in charge of regional programs and committees to develop and support GOLD focused programming.
➢ Research and implement industry best practices in engaging GOLD alumni, including collaborating with the Hameetman Career Center on professional development programs and services.
➢ Maintain tracking metrics measuring program success.
➢ Support and manage young alumni volunteer network with an emphasis on increasing data integrity, program awareness, and engagement across classes.
➢ Support undergraduate initiatives that help to reinforce alumni engagement programming and growth.
➢ Act as an advisor and mentor for the Student Alumni Relations Committee

Other (15%)

➢ Oversee a slate of informative webinars for current parents/families to keep them engaged throughout their student’s Oxy experience.
➢ Collaborate in the development of event strategies and implementation for Alumni Reunion Weekend, Family Orientation and other key alumni and parent engagement events.
➢ 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.
➢ 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.
➢ 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 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. Applications that do not include a cover letter will not be considered.

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.

We will consider for employment all qualified Applicants, 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.