



**Position Title:** ALUMNI RELATIONS MANAGER  
**Department:** Advancement  
**Reports To:** Director of Advancement

### **Nature and Scope**

This key member of the Advancement team is responsible for the strategic and tactical management of the alumni relations programme, with the primary focus being increased engagement that will positively impact on revenue generation and admissions. This position provides support to the Old Brentonians Executive and committees, as well as planning and implementing all alumni events, branch activities, affinity programmes, mentoring and networking opportunities, communications, digital platforms, and special events. The Alumni Relations Manager maintains strong connections with alumni through Brentonian Connect and other outreach initiatives including the alumni content for the School magazine, the alumni e-newsletter, the alumni website, targeted email campaigns, the alumni tab on the school app, additional personal contact, and social media. The optimal goal is the development of a lifelong meaningful relationship between Brentwood and its alumni, and to leverage all relationships and events to maximize fundraising potential and other school engagement.

### **Major Responsibilities**

#### **Event Administration:**

- Planning, execution, and review of over 20 events which engage alumni both on site at the school and beyond the campus  
e.g. Regional Events / Alumni Reunion / Careers Day / Alumni Theatre Night / University Pub Nights;
- Strengthen the branch activities of the school locally, nationally and internationally in order to engage the intellectual power of alumni and friends to support the School and its graduates.

#### **Programmes:**

- Build on the strengths of existing alumni relations programmes at Brentwood, and implement innovations in order to maximize alumni participation on multiple levels;
- Continue to enhance and globally showcase the Alumni Awards Programme and associated reception
- Work cooperatively with the Old Brentonians Executive to engage members in initiatives that strengthen the fabric of Brentwood and the alumni network.

#### **Communications:**

- Alumni editor for The Brentonian and e-newsletter;
- Manage social media for Brentwood alumni (Facebook, Twitter, and LinkedIn);
- Alumni section of the School's website;
- Maintain, update, and edit Brentwood School App as per marketing requests
- Run all alumni email campaigns using MailChimp Email Software, and manage lists associated
- Design and create alumni event presentations in powerpoint or other related presentation software
- Oversee, refresh and maintain Brentonian Connect as an engagement, mentoring, prospecting and collegial platform
  - Serve as tech support for alumni accounts
  - Produce quarterly report
  - Attend training calls to stay up to date with latest functionality



**Other:**

- Respond to all general alumni questions;
- Staff oversight and support of the Old Brentonians Executive including:
  - Alumni Awards process from nomination to award event
  - OBE meetings
- Respond to mentoring and networking requests;
- Implement Alumni Engagement Metrics and maintain in database;
- Ensure information updates are reflected in Advancement database, and communicated to appropriate individuals;
- Work as a member of the Advancement team to ensure accurate data collection, screen top prospects, and proactively identify new prospects;
- Work with the Advancement team in more deeply connecting with alumni donors to actively assist with the engagement of other alumni in seeing Brentwood as a target for their philanthropy;
- Work closely with the Communications & Marketing and Admissions Offices to assist them with their annual plans and community outreach where Brentwood alumni are part of the target group;
- Work proactively with Advancement colleagues, faculty, staff and students in order to build a culture of philanthropy and forge strong commitment and ties to the school;
- Stay current with industry-leading initiatives that maximize volunteer and donor support by networking with peers, CAIS/NAIS, CASE, CCAE and other influential organizations in this industry;
- Be an effective implementer and communicator of the School's strategic plan and mission & vision;
- Perform other duties as assigned.

**Education/Experience:**

- 4-year University degree in Business, Communications, or English, OR a suitable combination of post-secondary education and applicable work experience;
- The ideal candidate will have at least three years of related experience, including significant advancement and alumni relations experience with direct experience in fundraising, ideally gained in an educational institution.

**Knowledge/Skills:**

- Proven experience in the design, application and management of a social media strategy;
- Excellent writing and public speaking skills, preferably with some marketing experience;
- Superior volunteer management skills;
- Strong computer skills including experience in MS Office applications; proficiency in Raiser's Edge 7 software an asset as is proficiency in quickly developing new software capabilities;
- Demonstrated creativity in problem-solving and strategic planning;
- Detail oriented, with excellent project management skills and the ability to juggle multiple tasks in a fast-paced environment. Adaptable and receptive to Advancement innovation;
- Able to deal with people sensitively, tactfully, confidentially, diplomatically, and professionally;
- Excellent organizational and time management skills including prioritizing, organizing, and scheduling work assignments and meetings, exhibits and events; highly accurate and attentive to detail;
- Ability to work with highly-confidential information in a discrete and diplomatic manner;
- Ability to work collaboratively as part of a team and with minimal direction; strong work ethic and positive team attitude. Able to work well under pressure and meet deadlines;



- Professional in appearance and demeanor;
- A commitment to service and an appreciation of the independent school environment.

#### **Working Conditions**

- Work environment can be high pressure due to volume at busy periods, multiple demands, interruptions, and deadlines;
- Work normally requires a high level of mental effort in reading, communication - verbal and written, meeting deadlines, handling multiple demands and repetitive tasks amid distractions and interruptions;
- Work normally requires a high level of visual effort in operating personal computer and other office equipment;
- This position requires some flexibility in working hours, including some weekends and evenings, and possibly some travel;
- Criminal Record Check clearance is a condition of initial and ongoing employment;
- Must be legally entitled to work in Canada.

Qualified applicants should forward their applications, including cover letter and résumé, to the attention of Human Resources no than at noon on Monday September 25, 2017.

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*While we thank all applicants, we will only be in contact with those applicants who are selected for interview.*