



Position: Director of Alumni and Parent Relations

Position Summary:

Reporting to the college counselor to the president/chief advancement officer, this employee will develop and maintain a strategic and comprehensive alumni and parent relations program to include strengthening the Alumni Leadership Council, creating a Parent Advisory Council, and growing our network of engaged parents and alumni.

Qualifications:

A qualified candidate will have a personal commitment to Jesus Christ and affirm and support the [vision, mission, statement of faith, and community life covenant](#) of Montreat College.

The candidate will possess progressively increasing responsibility and success in alumni and parent relations. The candidate will also possess a clear ability to articulate the essentials of a Christian liberal arts college. This person must possess the necessary leadership and external relations skills to cultivate college alumni and parents of current students in support of the mission and vision of the college.

Other qualifications include:

1. Excellent people skills.
2. Excellent written and verbal communications abilities, including demonstrated ability to make effective oral and written presentations, and edit written and visual communication.
3. Critical thinking skills and ability to communicate in an articulate and persuasive manner.
4. Excellent organizational skills; ability to prioritize and handle multiple projects in order to meet deadlines.
5. Calm demeanor under pressure and deadlines.
6. Close attention to detail.
7. 6-10 years of progressive, proven experience in development leadership.
8. Proven track record in delivering results against objectives.
9. Capacity to grasp and communicate vision to a broad spectrum of constituencies.
10. Montreat College alumnus/na preferred.
11. Demonstrated success in program development and management with college or university alumni programs preferred.
12. Demonstrated skill as a networker or connector (as described in Malcolm Gladwell's *The Tipping Point*, chapter 2).
13. Demonstrated ability to plan and execute successful events.
14. Exceptionally relational with excellent communication and analytical skills.
15. Ability to work effectively with College personnel, volunteers, and constituents.
16. Ability to develop strategies to maximize impact within budget.
17. Ability to approach problems with creativity, insight, and resourcefulness.
18. Willingness to travel.

19. Flexible, with a strong team mentality.
20. Ability to represent Montreat College at events and to the community through various modes.
21. Ability to maintain confidentiality in handling all matters within the college.
22. Concern for the ministry of the entire college, not just the areas of Advancement.
23. Computer proficiency, preferably in Microsoft Word, Excel, Power Point, Prezi, and Blackbaud/Reheer. Experience with social media communication and marketing preferred.
24. Demonstrated success in coordinating and supervising student workers, interns, and volunteers.

Responsibilities:

1. Increase the number of alumni engaged with the college on an annual basis.
2. Develop and maintain connections with Montreat College alumni that lead to active engagement with the college through prayer, time and talents, financial resources, and recruitment and retention of students.
3. Connect with alumni through mass communication (including social media), personal interaction, and events, in order to increase alumni participation with the college as advocates, volunteers, connectors, and financial investors.
4. Increase the percentage of alumni who make a financial investment in the college on an annual basis.
5. Benchmark with similar institutions and identify best practices to continually connect with and engage alumni in the most effective ways.
6. Plan and execute Homecoming and Family Weekend.
7. Provide leadership to the Alumni Leadership Council to carry out its purpose as stated in the Alumni Association bylaws.
8. Develop and maintain connections with parents of current students that lead to active engagement with the college through prayer, time and talents, financial resources, and recruitment and retention of students.
9. Communicate with parents to inform, educate, and engage them throughout their student's academic career at Montreat College and to help them be appropriate partners in the education process.
10. Recruit and provide leadership to the Parents' Council to engage them as advisors, advocates, volunteers, and financial investors.
11. Coordinate and supervise Wilson Scholar student worker program.
12. Serve and contribute on the Advancement Council.
13. Serve and contribute on the Meet Montreat Council.
14. Maintain the integrity of the Advancement program.
15. Assist in other duties whenever called upon as needed for the good and welfare of the total college ministry.
16. Support and carry out policies established by the college.

Reports to: Montreat College Counselor to the President/Chief Advancement Officer

Education / Experience: Bachelor's degree required; Master's desirable. Minimum of 5 years of successful experience in the development field or 8-10 years in the business environment.

Application Requirements:

1. Completed [application](#).
2. Cover letter reflecting the candidate's ability to perform the job as detailed in the job description.

3. An updated resume.
4. Personal statement of Christian faith.
5. Affirm and support the Montreat College Community Life Covenant
6. Three professional references.

- **By email, send material to Hope Deifell at hdeifell@montreat.edu**

- **By mail, send to:**
Joe B. Kirkland, M.A.
Counselor to the President
Montreat College
P.O. Box 1267
Montreat, NC 28757

About Montreat College:

Montreat College is a Christian liberal arts college accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to offer masters, bachelors, and associates degrees. The main campus is located in the Blue Ridge Mountains fifteen miles east of Asheville, North Carolina, a region recognized as one of the most attractive living environments in the United States. Satellite campuses in Asheville, Charlotte, and other sites supplement the main campus. The College is committed to Christ centered teaching and learning, and is a member of the Council for Christian Colleges & Universities.