



Job Description

Job Title:	Assistant Director, Research and Alumni Relations	Grade:	M
Department:	Institutional Advancement	FLSA:	Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Function:

Conducts research and prepares reports related to institutional advancement effort to garner private financial support for the college. Oversees the office's use of database and research tools. Develops and coordinates an alumni relations program.

Characteristic Duties and Responsibilities:

1. Oversees fundraising activities involving CPCC alumni, including the development of direct mail solicitations to over 40,000 alumni.
2. Manages the college's alumni recognition program, which includes the CPCC TV 17 Alumni Success program and alumni print media campaign.
3. Provides support to the Campaign Steering Committee for the Legacy and Promise comprehensive fundraising campaign
4. Prepares a regular electronic newsletter for distribution to alumni and maintain an alumni website.
5. Prepares research reports for office's professional staff and as requested by the President, senior college officials and administrators, Board members and volunteers.
6. Maintains a database of donors and assist other office personnel in its use, including conducting training.
7. Undertakes proactive research and screening to identify potential college supporters among individuals, corporations and foundations.
8. Oversees the office's filing and records scanning systems.
9. Assists in developing and scheduling necessary technical training for office staff.
10. Assists in developing a database of the college's alumni and retirees.
11. Collects necessary data from other college's departments for institutional advancement purpose.
12. Oversees communication and activities pertaining to the college's alumni base; works with Marketing Services to develop promotional materials and website content..
13. Develops and implements an alumni relations and fundraising program; develops and recommends policies and procedures relating to alumni including but not limited to the use of alumni information, and recording and acknowledgment of gifts.
14. Collects and maintains a database of information for alumni.
15. Develops and manages the budget for alumni relations activities.
16. Performs other duties as assigned.



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Reporting Relationships:

Direction Received: Reports to the Vice President, Institutional Advancement
Direction Given: May provide functional guidance to administrative support staff

Minimum Requirements:

Master's Degree from a regionally accredited institution in Educational Administration, Statistical Analysis, Planning or other related field; 2 to 4 years of related experience; active membership in a professional research organization;

Preferred Qualifications:

Experience in a higher educational institution

Knowledge, Skills, Abilities and Worker Characteristics:

Knowledge of the practices of planning, research, and analysis
Knowledge of advanced research practices, methods and techniques
Experience in research operations of a non-profit organization or higher educational institution
Experience managing complex, multi-function, and multi-user database
Ability to establish procedures for database access, training and monitoring usage
Ability to maintain confidentiality
Excellent communication skills, verbal and written

Working Conditions:

Typical office environment