



CHRISTIAN UNION

Director of Christian Union Alumni Engagement

Organizational Background

Christian Union was formed in 2002 for the purpose, by God's power and with the help of other ministries, to change the world by bringing sweeping spiritual transformation to the nation's most strategic universities, thereby developing and mobilizing godly leadership for all sectors of society. The ministry is in need of dynamic and energetic Christians desirous of expanding the knowledge of Jesus Christ in these institutions.

By God's grace, Christian Union is changing culture by discipling, mentoring and training future leaders at the most strategic universities in America, and by building networks of engaged Christian leaders in cities. Our work and development efforts take place at Princeton, Penn, Harvard, Harvard Law, Yale, Brown, Columbia, Dartmouth, Cornell, and Stanford University, as well as in New York City and Washington, DC.

For more information, please see www.ChristianUnion.org.

Position Summary

The Director of Alumni Engagement (DAE) leads the planning and execution of alumni programs and activities for Christian Union, with three primary objectives:

- Increase philanthropic giving to CU among alumni
- Build meaningful relationships with alumni
- Broaden connections to CU

The Director of Alumni Engagement reports directly to the CEO. He or she manages one direct report and works closely with both our Development team and our individual university ministries.

The following attributes are required for success in this role:

- Proven success in managing, leading, and inspiring a complex organization by managing collaborative relationships and utilizing data and technology to build strategic plans and initiatives.
- Ability to create and foster relationships with seasoned philanthropists as well as young graduates of top U.S. universities, especially those at which Christian Union ministers.
- Strong devotion to Jesus Christ, holiness, and a passion to see great spiritual renewal in America.
- Agreement with Christian Union's Statement of Faith and Ethics

In addition, the following attributes are preferred but not required:

- At least 10 years of experience in comparable alumni relations/advancement operations, preferably in higher education or Christian Ministry. Understanding of philanthropy, sales, or fundraising programs is a plus.
- Track record of implementing and executing successful alumni relations strategies that have resulted in significant increases in alumni engagement, participation and philanthropic giving.
- Either direct experience in or collaborative success with at least one of the following areas – marketing and communications, sales, annual giving or leadership/major gifts fundraising, student engagement and social media strategy.
- A graduate from one of the universities at which Christian Union ministers

Primary Responsibilities

1. Drive fundraising effort for CU alumni, organizing alumni boards and volunteers to work together to achieve defined goals for their respective university affiliations. Includes efforts around senior class gifts. At times will work in tandem with the Development team. (40%)
2. Design and oversee the execution of alumni engagement strategies to drive increasing levels of engagement, participation, and philanthropic giving among various alumni constituencies. Accountable to achieving quarterly objectives. (30%)
3. Oversee the execution of communication efforts to alumni, including monthly emails, direct mail, social media, and other materials. (15%)
4. Create programs to develop community among alumni around their particular university and to Christian Union. Responsible for oversight of various programs such as: CU Summer Getaway and International mission trips. Collaborates with colleagues across the organization to integrate efforts and accelerate impact. (10%)
5. Fulfill other duties as assigned by the CEO. (5%)

Job Requirements

- Travel: 4+ days per month, including 2+ days per month in Manhattan office
- Geography: This role works remotely and is geographically flexible. However, it does require frequent travel to New York City, and occasional travel to other locations in the Northeast United States.
- Lifestyle: Seek the Lord with great intentionality and faith, living a life of holiness and devotion. Is expected to fast at least one meal, twice weekly; hold devotions in the morning and evening; and receive training in hearing God's voice, healing, inner healing and deliverance.
- Commitment: Any candidate for this role should be willing to commit at least five years to Christian Union

Education, experience and necessary skills:

- Bachelor's degree required, advanced degree preferred.
- Exceptional management experience with a track record of motivating staff, embracing change and encouraging colleagues to take initiative and lead by example.
- Excellent communication skills; computer literacy to include industry standard software; and experience articulating values, information, and compelling cases to multiple audiences, one-on-one, and through formal proposals and/or presentations. Impeccable verbal and written communication skills are required.
- An accessible and collegial leadership style is required, as is the creativity and energy to convince and persuade various constituencies of new ideas and directions.
- Superior interpersonal skills with proven ability to successfully interact and collaborate with varied constituencies in a professional manner, including organizational leadership. Excellent written and oral communication skills and demonstrated tact and diplomacy in working with a wide variety of personalities. High degree of professionalism, ethical sensitivity and discretion; ability to maintain a commitment to confidentiality; good judgment and proven responsible decision-making skills.
- Strong organizational and analytical skills with ability to initiate, analyze, monitor, evaluate and advance strategic plans. Ability to lead groups and projects as well as function as part of a collaborative team.
- Ability to manage multiple projects and priorities and meet challenging and changing deadlines. Ability to travel and work occasional evenings and weekends.

Interested applicants should send a résumé and cover letter to Opportunities@ChristianUnion.org.