



CHRISTIAN UNION

Position Description **Director of Alumni Engagement** **Christian Union**

Christian Union seeks a spiritually vibrant nation, marked by Christian values permeating every corner of society. Our means of achieving this end is by identifying, developing, and networking transformative Christian leaders. The ministry has identified universities with high concentrations of the nation's future leadership. These universities include Harvard, Yale, Princeton, Stanford, Cornell, Penn, Columbia, Brown, and Dartmouth. Christian Union Alumni Engagement (CUAE) seeks to develop and connect transformative Christian leaders among the nation's most influential university alumni. Combining the ministry's overall vision and values with Christian Union's Alumni Engagement mission, Christian Union aims to radically change the hearts and actions of alumni. The four highest priority objectives among select university alumni are as follows:

- 1) Advance the Work on Campus - through advocacy and service as well as raising funds.
- 2) Transition Graduates Well - transition graduating students to the workplace or the next phase in their lives in such a way that they continue to grow in Christ and as Christian leaders.
- 3) Develop Christian Leaders - developing alumni as Christian leaders to impact their home campus and the world post graduation.
- 4) Bring Revival - exposing everyone to the Gospel and making Jesus Christ number one, while helping Christians seek God wholeheartedly and be filled with the Spirit.

The Director of Alumni Engagement (DAE) reports to the VP of Alumni Engagement, assisting in achieving these primary objectives. Ultimately, the DAE is responsible for assisting in the development and execution of strategies and programs to engage CU alumni as ministry and financial partners for the fulfillment of the CU mission.

As part of a religious organization, the DAE has responsibility to participate in daily prayer meetings, to participate in two annual five-day prayer and fasting events, and periodically lead in Bible study and prayer meetings. The DAE has the responsibility to maintain a vibrant, growing devotion to Jesus Christ, and must be aligned with Christian Union's statement of faith and categories of doctrine.

In order to fulfill Christian Union's mission among the nation's most influential university alumni, the DAE is responsible for the following, under the leadership of the VP of AE:

Develop and lead programs and communications which build relationships and foster ongoing engagement with alumni (85%)

- Manage communication with the CU alumni boards as the primary point of contact (40%)
- Keep alumni board executive information up to date in Google sheets and Raiser's Edge NXT and manage leadership transitions, including collecting NDAs, photos, and bios as needed (5%)
- Collect information from alumni boards and CU team members, and manage the creation and distribution of monthly alumni e-newsletters (15%)
- Serve as administrator for the CU alumni social media accounts on LinkedIn, YouTube, Facebook, and Workplace (10%)
- Manage and improve the collection of CU graduate contact information (5%)
- Responsible for scheduling, marketing, and coordinating CU reunion brunches in conjunction with university reunion events (5%)
- Work with the data team to collect and update alumni contact information in Raiser's Edge NXT (5%)

Lead programs to engage CU graduates as financial partners in collaboration with the development team (15%)

- Support Ministry Directors and teams with the senior gift program (5%)
- Support alumni boards with the Alumni Generosity Challenge and other stewardship and alumni fundraising initiatives (5%)
- Update and maintain alumni giving pyramids to be shared with alumni and CU staff (5%)

Travel as needed for:

- NEXUS Conference, while speaking at the senior brunch (February)
- Visits to university ministries to speak with graduating seniors, thanking them for their senior gift, welcoming them into the CU alumni community, and pitching CUAE and CU Cities programs (April-May)
- Reunion events in conjunction with university reunions (May-June)
- CU Cities Conference (June)
- CU Staff and Faculty Conference (August)
- Other travel as needed

In addition to the above responsibilities, the DAE will fulfill other tasks as assigned by management and may serve on cross-functional teams to assist with alumni-related projects as needed.

Minimum Bachelor's degree required. CU Alumni preferred but not required. Interested applicants should send a résumé and cover letter to Opportunities@ChristianUnion.org.

Preferred start date is June 2019.