



CONFIDENTIAL JOB DESCRIPTION

DIRECTOR OF ALUMNI RELATIONS AND ANNUAL GIVING GOLDEN GATE UNIVERSITY

SAN FRANCISCO, CA

COOK SILVERMAN SEARCH

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COOK SILVERMAN SEARCH IS A RETAINED EXECUTIVE SEARCH FIRM SERVING THE NONPROFIT COMMUNITY

GOLDEN GATE UNIVERSITY

ABOUT GOLDEN GATE UNIVERSITY

Since 1901, Golden Gate University (GGU) has been helping adults achieve their professional goals by providing education in accounting, law, taxation, and business-related areas. GGU is California's fourth oldest private university, enrolling approximately 5,000 students and representing more than 70,000 alumni. GGU's core mission is to educate adults who are balancing the complex demands of life.

GGU is a private, nonprofit institution accredited by the WASC Senior College and University Commission. The School of Law is fully accredited by the American Bar Association. Most undergraduate and business courses are offered entirely online or through evening and weekend classes at the university's downtown San Francisco campus.

For more information on Golden Gate University, please visit www.ggu.edu.

POSITION OVERVIEW

The Director of Alumni Relations is responsible for overall management and direction of Golden Gate University's alumni activities and annual giving fundraising.

REPORTING RELATIONSHIPS

The Director reports to and is supervised by the Vice President for Development and Alumni Relations. The position has no staff management, but does include volunteer management.

PRIMARY RESPONSIBILITIES

- Identify, recruit and support alumni volunteer leadership and generate increased alumni involvement to advance the University's mission.
- Increase alumni involvement through meaningful engagement.
- Possess an understanding of the nature of Golden Gate University alumni and their relationship with the University.
- Set annual goals and objectives, perform comprehensive analysis of the annual giving program and giving trends to achieve fundraising goals.
- Support alumni board of directors as it works to serve the interests of Alumni Association members, including planning and implementing programs and services attractive to alumni, as well as supporting the mission of the university.

- Direct recruitment and orientation of new board members and ensure future development of the alumni board as its members' terms expire.
- Develop and oversee a variety of communication tools – including an online alumni directory, website, e-mail newsletter and social media.
- Participate in the production of the alumni magazine.
- Participate in the maintenance of the alumni/donor database that is responsive to the needs of the university, alumni and donor communities.
- Develop and manage a budget for the alumni relations office.
- Develop and periodically review University policies regarding activities, issues and concerns of the alumni body.
- Oversee key alumni events and activities, including The Bridge Society luncheon, and other alumni events.
- Responsible for directing the annual fundraising efforts of the Alumni Association Board of Directors, including individual annual giving and their efforts to raise funds for University priorities, including the Alumni Association Endowed Scholarship Fund.

QUALIFICATIONS

- Bachelor's degree from an accredited college or university is required
- Eight years of higher education experience
- An understanding and commitment to the role of private higher education, particularly in urban and distributed settings
- Experience in board development and fund raising, including personal solicitations of key volunteers; experience in managing and motivating volunteers
- Demonstrated expertise in the use of social media, Excel and Power Point
- Experience in using CRM or fund-raising databases, preferred Raisers Edge, a plus
- Experience with planning and executing special events ranging in size from 20 to 200 people
- Excellent communication, motivational and interpersonal skills are essential, as is the ability to demonstrate independent judgment, initiative, creativity, perseverance and patience
- Must be willing to travel occasionally and work some evenings and weekends

TO APPLY

To apply for this position, or for additional information on the opportunity, please send a copy of your resume with a cover letter to Victoria Silverman at apply@cooksilverman.com.

All applications and inquiries will receive a response and be kept strictly confidential.

Golden Gate University is an Equal Opportunity Employer.