



Assistant Director of Alumni Relations

Founded by Detroit philanthropists George and Ellen Booth in 1904, the Cranbrook Educational Community is one of the world's leading centers of education, science, and art. Comprised of a graduate Academy of Art, contemporary Art Museum, House and Gardens, Institute of Science, and more than 1,600 students attending our Pre-K through 12 independent college preparatory Schools, Cranbrook welcomes thousands of visitors and students to its campus each year. Critics have called Cranbrook "the most enchanted and enchanting setting in America" and in 1989, it was designated a National Historic Landmark. The campus is located in Bloomfield Hills, Michigan, about 20 miles north of Detroit. For more, please visit our website: www.cranbrook.edu.

As part of the advancement team, the **Assistant Director of Alumni Relations** role is integrated into fundraising efforts with a focus on alumni engagement. This position has responsibility for the planning, implementation, and staffing of a coordinated structure of alumni programs and volunteer activities to engage alumni. This position serves as the main point of contact and strategic lead for the Cranbrook Kingswood Alumni Association and the Class Secretary Program. In addition, the Assistant Director will provide leadership for the annual reunion weekend in June.

Reporting to the Director of Alumni Relations, the Assistant Director will be a partner in the development and execution of a successful communications strategy with alumni across all channels and platforms. The Assistant Director's alumni engagement efforts, successfully performed, will play a critical role in the Schools' Office of Advancement and Alumni Relations (SOAAR) meeting its fundraising and alumni engagement goals.

Responsibilities include, but are not limited to:

- Identify, develop, facilitate, and maintain pathways for alumni engagement that advance the mission of Cranbrook Schools. Partner with colleagues across campus to cultivate, solicit, and steward alumni connections to Cranbrook Schools.
- Serve as the point person for all alumni volunteer programming.
- Primary liaison between the Cranbrook Kingswood Alumni Association and the schools. Responsibilities include identifying, recruiting, and onboarding volunteer leadership as well as supporting CKAA officers in planning and executing the annual calendar of meetings and activities.
- Lead efforts to identify, mobilize, and support alumni volunteers (Reunion Class Planners) in the major milestone reunion classes and facilitate planning of special class events in conjunction with reunion weekend
- Manage communication flow for all alumni inquiries to the office and also maintain regular communication with alumni.
- Maintain the alumni relations area on the Cranbrook Schools website, updating information and providing content as needed.
- Manage, monitor, and update digital platforms including alumni web pages, social media pages and groups. Provide analysis of metrics for digital engagement to guide strategies to increase overall engagement.
- Take a leadership role in the advancement and execution of the plan for reunion weekend activities.

- Oversee reunion logistics, coordinating internal departments and external vendors, maintaining communication deadlines, facilitating purchase orders, and coordinating meeting schedule.
- Coordinate and work in conjunction with the Director of Alumni Relations and appropriate advancement staff on planning and publicizing regional alumni events
- Manage alumni CRM (client relationship management) database, maintaining accurate alumni contact information and profiles.
- Accurately and consistently document alumni activity, involvement, and interests in the form of tracking notes, activity participation, and/or other entries in the alumni database.
- Maintain accuracy, confidentiality, attention to detail, attendance, punctuality, and other performance standards set forth in Cranbrook's employee handbook.

Requirements:

- Bachelor's degree in a related field and/or significant experience in constituent relationship management, public relations, or non-profit administration.
- A minimum of 3 years' experience demonstrating expertise in alumni engagement or constituent relationship management, or similar skills/experience.
- Strong project coordination skills with the ability to move multiple projects forward simultaneously.
- Experience with event planning.
- Strong communication skills, with ability to articulate ideas clearly and concisely in written and oral format. Strong proofreading skills.
- Advanced proficiency in Microsoft Office programs and experience with desktop publishing programs.
- Familiarity with website administration tasks.
- Experience maintaining information management processes and standards.
- Social media marketing experience and fluency in digital performance metrics.
- Experience in the development of digital marketing strategies and fluency with video and digital photography are desirable.
- Ability to work irregular or flexible hours related to the alumni engagement calendar.
- Strong interpersonal skills and ability to work with diverse constituencies and volunteers.
- Sensitivity to Cranbrook Schools' mission-specific objectives and purposes.
- In-depth knowledge of various word processing, spreadsheet and CRM database software applications.
- Experience with budgetary reporting and contractual arrangements.
- Ability to collaborate and work with internal colleagues and external vendors regarding contracts and invoices.
- Organizational skills such as scheduling appointments, coordinating calendars, and arranging meetings and preparing associated materials.
- Requires a valid Michigan driver's license with satisfactory driving record.

Cranbrook offers competitive compensation and benefits that include medical, dental, life insurance, long-term and short-term disability, and retirement programs with employer contribution. We also offer generous paid time off, 11 paid holidays and 3 floating holidays, employee discounts, and a unique environment in an educational setting that values collaboration.

For consideration, please submit a resume and completed Employee Application to: Cranbrook – HR, P.O. Box 801, Bloomfield Hills, MI 48303-0801, or email humanresources@cranbrook.edu or fax (248) 645-3014. Our applications can be downloaded from the Employment page of our website at www.cranbrook.edu/employment.

(Please note that a fully completed employment application is required for consideration)