

STERLING COLLEGE

Job Description Director of Alumni Relations 2026

Reports to: Vice President for Institutional Advancement

Classification: Full-time, exempt

Description: The Director of Alumni Relations will provide vibrant alumni programming that is segmented and targeted to constituent demographics and play a key leadership role to effectively engage alumni, parents, and friends with the College. The Director builds strong and productive relationships with alumni, donors, Office of the President, Athletic Department, Offices of Admissions and Student Life, and academic departments. This position will also serve a key role in expanding the College's impact and resource development through identification and engagement of current and new alumni donors.

Sterling College Qualifications:

A qualified candidate must have a personal commitment to Jesus Christ and support the Christian character and mission of Sterling College. The candidate must also possess a clear understanding of and ability to articulate the essentials of a Christian liberal arts college.

- Demonstrate and articulate a personal Christian faith in Jesus Christ.
- Exemplify and articulate the Sterling College Mission, Vision and Values.
- Excellent verbal and written communication skills.
- Strong and engaging public speaking skills.
- Committed to strong customer service and to enhancing a culture of excellence.
- Proven ability to interact with key constituents and communicate effectively.
- Strict adherence to ethical standards and ability to maintain donor confidentiality.
- Strong attention to detail.
- Proficient with Microsoft Office Suite.
- Ability to prioritize and set goals in a deadline-oriented environment.
- Ability to learn the College's donor database software system.
- Must be a team player, committed to what is best for the College and should set a good example to co-workers by work ethics and habits. Will need to set goals and adhere to them and create an atmosphere that encourages collaboration, interaction, input and feedback. Must network and take advantage of professional development and opportunities for growth.

Responsibilities:

The Director of Alumni Relations will oversee the primary functions for the Sterling College Alumni Association to strategically devise alumni programs and events that align with the College's goals and values and serve the needs of diverse alumni interests.

Leadership of the Sterling College Alumni Association (SCAA):

- Serve as a liaison between the College and alumni. Ensure that the Alumni programs and events reflect positively on the College.
- Develop and implement a strategic engagement plan for all alumni. Enhance affinity based, regional events and class-based programming.

- Insure effective communications to alumni of the College regarding significant news through use of the monthly alumni e-newsletter, social media, web, and printed materials.
- Aggressively utilize electronic media as a means not only to communicate to alumni but also to engage alumni.
- Oversee the planning, production, and implementation of all alumni events, including but not limited to Homecoming Weekend, affinity gatherings, class reunions, era reunions, and regional events.
- Lead and manage Sterling College Alumni Council and other volunteers as appropriate.
- Maintain timely and efficient correspondence by phone, email, social media, and mail with alumni.
- Manage alumni surveys, evaluations, and informational feedback from the Alumni Association and the College.
- Educate current and graduating students about the importance of continuing a relationship with Sterling College and engage them in programs.
- Record relationship management activity in the Raiser's Edge database.
- Work with campus partners (Office of Career Services, academic departments) to develop and cultivate student-alumni connections and programs.
- Manage department budget.

Marketing and Communications/External Relations Partner

The Director will be a valued contributor to the marketing and communications programs of Sterling College, working in cooperation with the Office of Marketing and Communications team. This would include, but not limited to:

- Writing alumni profiles and alumni stories of interest for the Sterling Magazine and other publications whether print or digital.
- Integrate SCAA social media strategy with cross-departmental partners, identifying attractive content and coordinating content delivery.
- Lead and serve in cross-departmental planning and management of special events held on behalf of the College.

Essential Job Functions:

- Must be able to walk up and down stairs.
- Must be able to sit for long periods of time.
- Be able to coordinate movement of the fingers and hands as well as have adequate dexterity and strength to complete tasks.
- Be able to work on a computer and use a 10 key, copier, printer and phone.
- Must be able to push, pull, and lift up to a minimum of 25 pounds
- Frequently, bend body downward and forward by bending spine at the waist.
- Be able to stand and move about regularly.

Education/Experience:

- Bachelor's degree preferred or equivalent experience
- 1-3 years of professional experience in higher ed.

*Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with our without notice.