



CHRISTIAN UNION

*Developing Christian Leaders
to Transform Culture*

Associate Vice President of 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 nation's most strategic universities, thereby developing and mobilizing godly leadership for all sectors of society. The ministry is growing fast and 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, UPenn, Harvard, Harvard Law, Brown, Columbia, Dartmouth, Cornell, Stanford University and in New York City.

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

Position Summary

Christian Union seeks a team-oriented, creative and experienced professional to lead the Alumni Engagement effort within the division of Development. Arriving at a time when alumni engagement is a strategic priority of the institution, the Associate Vice President (herein AVP) will have the flexibility, organizational support and collegial collaboration to escalate alumni engagement and participation performance to mirror the rising star of Christian Union. The AVP will oversee the planning and execution of alumni programs and activities in targeted regions and campuses across the country with an overall aim to build meaningful relationships with alumni, broaden connections to CU and increase philanthropic giving. Christian Union boasts an entrepreneurial environment, cross-functional teamwork and supports out-of-the-box initiatives, all with a view to becoming trendsetters in each respective field.

The ideal candidate will have a strong track record of designing, implementing and executing on successful alumni relations strategies that have resulted in significant increases in alumni engagement, participation and philanthropic giving. S/he will have 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. S/he will also have either direct experience in or collaborative success with at least one of the following areas – marketing and communications, annual giving or leadership/major gifts fundraising, student engagement and social media strategy. Pursuant to the team-oriented nature of the Development team at Christian Union



CHRISTIAN
UNION

experience in one of these areas will help foster further cross-functional work with other verticals that are critical to the success of an alumni relations effort.

Key Duties in order of importance and estimation of time:

The AVP is a key member of the Development team, under the leadership of the Vice President. This individual will demonstrate leadership capabilities essential to the execution of a successful fundraising campaign effort. Key responsibilities and performance indicators include:

1. Assists in the design and oversee the execution of alumni relations strategies to drive increasing levels of engagement, participation and philanthropic giving among various alumni constituencies. Accountable to achieving quarterly objectives. (40%)
2. Oversees fundraising effort for CU alumni, organizing alumni teams and volunteers to work together to achieve defined goals for their respective University affiliations. Works as part of a highly collaborative development team, and in tandem with the AVP of Strategic gifts. (35%)
3. Creates programs to develop community among alumni around their particular university and to Christian Union. Responsible for oversight of various programs such as: Nexus Professionals, CU Getaway and International mission trips. Collaborates with colleagues across the organization to integrate efforts and accelerate impact. Visits campuses regularly. (10%)
4. Assist in the creation of ministry programs for alumni in an effort to ensure they are : continually and increasingly excited about CU Mission at their university and for the nation, living a spiritual vibrant life, gave an integrated mindset regarding their faith, and involved in a positively impactful mentoring relationship. (10%)
5. Oversees the execution of communication efforts to to alumni, including monthly prayer emails, direct mail, social media, and other materials. (5%)
6. Other duties as assigned by the Vice President.

Education, experience and necessary skills:

- Bachelor's degree required, advanced degree preferred.
- At least 10+ years of experience in comparable alumni relations/advancement operations, preferably in higher education or Christian Ministry. Understanding of philanthropy and fundraising programs.
- Solid management experience with a track record of motivating staff, embracing change and encouraging colleagues to take initiative and lead by example.



CHRISTIAN
UNION

- 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 a prerequisite, as is the creativity and energy to convince and persuade varying 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.

If interested, please send a resume and cover letter to developmentopportunities@christianunion.org



CHRISTIAN
UNION