

GORDON COLLEGE

Position Description

Title: Assistant Director of Alumni and Family Engagement

Function: Reporting to the Director of Alumni Engagement and Sustained Giving, the Assistant Director of Alumni and Family Engagement supports and implements initiatives designed to cultivate meaningful, lifelong connections among the College, its alumni, and family community. This role is responsible for the day-to-day implementation of alumni and family engagement programming, communications, and data stewardship.

This role sits at the intersection of relationship-building and operational excellence. The Assistant Director will steward legacy programming — Reunions, Homecoming, regional gatherings — while supporting the College's forward-looking vision for constituent engagement: utilizing Salesforce CRM, data centralization, and emerging AI tools to deepen connection, personalize outreach, and surface engagement signals happening across campus — in classrooms, clubs, faith formation practices, athletics and the arts — that might otherwise go uncaptured.

Success in this role will be measured by both the breadth and depth of engagement: giving participation rates, communication open/click-through rates, reductions in unsubscribes, alumni referrals to Admissions, event attendance, and the quality of documented constituent relationships.

Description of Duties and Tasks:

Program Implementation & Coordination

- Support the Alumni and Family Engagement Officer in executing a comprehensive, mission-aligned engagement strategy for Gordon's alumni and family/parent community
- Serve as a collaborative partner to the Annual Giving Manager, providing constituent context and engagement support for annual and digital giving campaigns
- Implement and coordinate signature engagement initiatives, including:
 - Alumni and family communications and engagement campaigns — creation, maintenance, and evaluation
 - Senior Class Gift campaign and graduation experience, in close collaboration with Student Life
 - Clash of the Tartans athletics fundraiser, in close collaboration with the Annual Giving Manager and Athletics Director
 - Reunion and cohort programming, in collaboration with key campus stakeholders

Event Coordination & Measurement

- In partnership with Gordon's Director of Signature Events, coordinate and execute events that advance alumni and family engagement, including Homecoming, regional gatherings, and networking opportunities

- Track KPIs for each major event and initiative, using data to continually improve constituent experience and institutional outcomes
- Ensure events reflect both the strategic priorities of the Advancement team and the distinctive faith-integrated mission of Gordon College

Technology & Data Support

- Champion Salesforce CRM adoption and hygiene within the Alumni and Family Engagement team, ensuring constituent interactions are documented, segmented, and actionable
- Support a **data centralization effort** that captures engagement occurring across campus — academic departments, student clubs, athletic programs, chapel, and more — creating a richer, more complete picture of each constituent's relationship with Gordon
- Utilize **AI-assisted tools** for personalization, communication optimization, and audience segmentation (e.g., send-time optimization, giving propensity insights)
- Leverage communication platforms — including email, social media, and Slack — to move constituents along a journey from passive information consumers to active participants in the life of the Gordon community

Cross-Campus Collaboration & Data Acquisition

- Build and maintain strong relationships with Admissions, Student Life, Career Services, Athletics, and Academic Affairs to identify, document, and act on engagement touchpoints happening outside the Advancement office
- Support structured workflows and partnerships that bring engagement data from classrooms, clubs, mentoring relationships, and campus events into centralized systems — ensuring no meaningful connection goes unrecorded
- Collaborate with Admissions to promote alumni referral programs and facilitate constituent involvement in recruitment initiatives

Reporting & Analysis

- Prepare regular reports on engagement activities and campaign performance, providing actionable insights on trends and opportunities
- Contribute to a culture of data-informed decision-making within the Advancement division, connecting engagement metrics to broader institutional goals
- Support the Alumni and Family Engagement Officer in communicating outcomes and strategy to senior leadership

External Representation

- Serve as a forward-facing representative of Gordon College to alumni, families, and constituent groups — on campus, at events, and occasionally through travel
- Embody a spirit of service and exceptional "constituent experience" across a wide variety of relationship contexts

Required Knowledge, Skills and Abilities:

In order to fully perform the above functions, the incumbent must possess the following knowledge, skills and abilities, or demonstrate that the major responsibilities of the job can be accomplished, with or without reasonable accommodation, using some combination of skills and abilities.

Required

- Bachelor's degree in Communications, Marketing, Nonprofit Management, or a related field
- Demonstrated experience in alumni relations, advancement, communications, or a related field — preferably in higher education
- Strong organizational and project management skills, with attention to detail and the ability to manage multiple initiatives simultaneously
- Proven ability to collaborate across departments and build trust with diverse stakeholders
- Excellent written and verbal communication skills
- Commitment to Gordon College's Christian mission and the ability to articulate it authentically to constituents

Preferred

- Familiarity with Salesforce or comparable CRM platforms; experience with AI-assisted engagement or marketing tools is a plus
- Experience designing or interpreting engagement metrics and data dashboards
- Gordon alumni or parents of Gordon alumni are warmly encouraged to apply

Position Code: DEV-ASTDRAE

Grade: 6

FLSA Status: Exempt

Hiring Range: \$60,000 - \$75,000

In our Christ-centered community, faculty and staff affirm the [College's Statement of Faith](#) as an expression of their own theological convictions and agree to work within [Gordon's community standards](#) to model these commitments for our students' formation. Gordon College faculty and staff support the College's commitment to the [Shalom Statement](#), which includes our desire to treat all individuals as equal image-bearers of God through justice, equity, diversity, and inclusion.