

PURPOSE

The Director of Alumna Experience provides daily operational and strategic support to alumna members. This position works in partnership with a variety of Fraternity content-area experts as well as the Kappa Kappa Gamma Foundation staff to ensure proactive alumna support strategies, successful alumnae association operations, and effective alumna engagement efforts.

RESPONSIBILITIES

- Identify and implement comprehensive strategies for increasing alumna member engagement.
- Develop and implement strategies for reaching unengaged alumnae and reconnect them with Kappa Kappa Gamma.
- Collaborate with the alumna relations team and the Kappa Foundation to continually assess the state of alumnae, including demographics and potential opportunities for increased engagement.
- Develop and implement strategies to help educate collegians about the lifelong value of membership as well as available alumna engagement opportunities. Collaborate with the Kappa Foundation and alumna relations team to create and operationalize initiatives for engaging and connecting graduating seniors/new alumnae to Kappa Kappa Gamma.
- Collaborate with the alumna relations team to evaluate alumna dues in order to increase dues-paying members.
- Identify and propose tools and mechanisms to leverage and better meet the needs of alumnae associations and alumna members. Collaborate with the Education and Training Department to develop programming.
- Work with the extension team and monitor alumna data surrounding new campus opportunities. Develop support for new chapters, including Advisory Board and a potential alumnae association.
- Develop and distribute alumna-specific communications. Assist with determining communication tactics that are of greatest value to alumna audiences.
- Prepare a detailed, itemized budget for alumna engagement initiatives. Manage and monitor budget requests and expenditures. Participate in the preparation of the budget through recommendations and discussions.
- Attend conferences and events that increase knowledge of Greek life, alumna engagement, and relationship management. Promote the development of relationships and communication with National Panhellenic Conference organizations. Represent Kappa Kappa Gamma at internal and external meetings, conferences, workshops and visits.
- Perform other duties as assigned.

POSITION REQUIREMENTS

- A bachelor's degree in business administration, nonprofit management, education, social science or other related field is required.

- A minimum of five years of experience in alumna engagement, relationship management, membership development, project management, membership databases and fiscal oversight is required. Experience with research and assessment, relationship management tools, and change implementation is desired.
- The ideal candidate will possess strong creative, analytical and interpersonal skills; a capacity for difficult conversations; oral and written communication skills; presentation and facilitation skills; an ability to set priorities and manage strategic initiatives; an ability to lead a team and take initiative in a fast-paced environment; demonstrated flexibility; and an optimistic attitude.
- Maintain knowledge of trends in alumna growth and engagement as well as best practices and strategies used by member organizations as well as the National Panhellenic Conference and its member organizations.
- Maintain knowledge of Fraternity operations and procedures as well as the Kappa Kappa Gamma *Bylaws*, *Standing Rules* and *Policies*, including the processes for dismissal, resignation, member statuses (e.g., Associate Membership and Special Status) as well as *KeyReports*. Must be able to travel out of town and overnight.