

LICK-WILMERDING

18 HIGH SCHOOL 95

Director of Alumni Engagement
Lick-Wilmerding School
San Francisco, CA

About Lick-Wilmerding School:

Lick-Wilmerding High School is a private school with public purpose, serving 560 students in grades 9-12 in San Francisco. Since its founding in 1895 as a vocational school, Lick-Wilmerding High School has built upon a long tradition of valuing and integrating the liberal arts, sciences, technical arts, visual arts and performing arts to offer a robust college-prep curriculum. LWHS has a rich and distinctive academic program, with thriving departments, vibrant student life, and signature initiatives like the Center for Civic Engagement and the Public Purpose Program. Faculty and students are passionate, engaged, and driven by values that reach far beyond the classroom.



Carney
Sandoe
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

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Position Description:

Lick-Wilmerding High School seeks a highly collaborative, innovative, and self-motivated Director of Alumni Engagement to strengthen the relationship between the school and its alumni community. This position develops programs, events, and communications that foster lifelong engagement, deepens volunteer involvement, and plays a key role in supporting philanthropic efforts for LWHS. The Director of Alumni Engagement designs programs that cultivate a culture of giving, manages a portfolio of alumni prospects, and drives alumni involvement in annual giving, reunion campaigns, and major gift pipelines.



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Essential Functions:

Alumni Engagement & Annual Giving

- Plan, strategize, and organize all alumni and parent of alumni engagement and giving programs. Design, implement, and evaluate programs and events with a goal of growing alumni engagement. Analyze engagement trends and measure program outcomes.

- Create and execute all annual giving appeals to include direct mail materials, emails, and other crowdfunding platforms.

Plan, strategize, and organize all alumni and parent of alumni engagement and giving programs.

- Design, implement, and evaluate programs and events with a goal of growing alumni engagement. Analyze engagement trends and measure program outcomes.

- Solicit alumni and parents of alumni for the Annual Fund; provide resources for peer solicitations, track donor and prospect status, and communicate effectively with volunteers.

- Build and manage a portfolio of donors and prospects, identify prospects and cultivation for mid-level and major gifts, and conduct personalized outreach and meetings to cultivate relationships and solicit contributions.

- Recruit, train, and manage volunteers (e.g., class agents, board members, reunion committees) to assist with peer-to-peer fundraising and engagement activities; coordinate, attend, and take notes at Alumni Board meetings.

- Utilize various communication channels to keep alumni engaged with LWHS, promote fundraising initiatives, and engage alumni.

- Direct the build-out of the alumni website to engage alumni, celebrate accomplishments, and maintain a virtual space for interaction.

- Write and produce all alumni and parents of alumni e-newsletters; develop social media strategies to support fundraising and alumni engagement.

- Work closely with the Executive Director of Advancement and the Director of Communications to develop content for the Annual Report, Alumni magazine, and other LWHS publications.



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Alumni Research and Data Analysis

- Work closely with the Database Specialist to ensure accurate alumni and PAL records in Raiser's Edge and other alumni databases; manage the alumni gift acknowledgment process for personal, timely, and appropriate recognition.
- Pull, track, and analyze data/results into reports for the Executive Director of Advancement and Head of School, and other volunteers; continuously track and analyze data to measure progress and inform strategy.
- Use wealth screening data, giving history, and other information to inform appeal segmentation and customized solicitation amounts for constituents.
- Conduct prospect discovery, stewardship, identify major gift potential, and solicit individual donations.
- Partner with Advancement leadership to identify, cultivate, and steward planned giving prospects.
- Use outside sources (e.g., LinkedIn) to gather data and support engagement and annual giving efforts.



Stewardship/Events

- Plan and execute alumni events of all sizes, from small gatherings off campus to large-scale events.
- Attend all Advancement events; help ensure the successful execution of events and engagement activities.
- Collaborate with members of the Advancement Team on stewardship activities such as events, acknowledgments, and donor recognition.
- Perform other duties consistent with the above responsibilities and in conjunction with the overall goals of the Advancement Office; no task is too big or too small.
- Support programming as it pertains to alumni and constituent relationships including overseeing and supporting the creation of affinity groups.



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Qualifications and Requirements:

- Bachelor's degree and 5+ years of relevant experience or a combination of education, advancement, and relevant experience.
- Proven ability to develop and lead strategic alumni engagement initiatives that align with institutional goals.
- Strong relationship-building skills with the ability to engage, motivate, and collaborate with diverse alumni, volunteers, and key stakeholders.
- Experience designing, implementing, and evaluating programs and events, demonstrating innovation and measurable growth in alumni engagement.
- Knowledge of best practices in alumni relations, volunteer management, event planning, and Advancement/fundraising.
- Proficiency with alumni/donor databases (e.g., Raiser's Edge, Salesforce, or similar CRM systems).
- Exceptional organizational and project management skills, with the ability to balance multiple priorities in a fast-paced environment.



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Preferred Qualities and Attributes:

- Strong communicator with the ability to articulate vision, inspire others, and motivate the community to action
- A skilled bridge-builder who can work across constituencies and stakeholder groups
- Collaborative and flexible team player
- Possess a high level of broad cultural awareness
- Self-starter with the leadership ability to independently implement programs and initiatives.



Compensation:

Lick-Wilmerding School offers a comprehensive benefits package and the salary range for this position is \$109,500-\$125,000. Final salary will depend on several factors, including a candidate's qualifications, skills, competencies, and experience.



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Interested Persons Contact:

Jonathan K. Ball
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617-933-3450 (dir)
jball@carneysandoe.com

All inquiries and nominations are kept confidential

LWHS is an equal opportunity employer. We value a diverse workforce and an inclusive culture. LWHS prohibits in all its programs, including hiring and employment practices, discrimination or harassment against any member or group based upon race, color, national origin, ancestry, religion, age, sex, gender, gender identity or expression, sexual orientation, marital status, disability, medical condition (including pregnancy), genetic information, military and veteran status, and any other category protected under California or federal law, except in the case of a bona fide occupational qualification.



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