



Assistant Director of Alumni Engagement

Franklin College is seeking a full-time, 12-month, salary exempt Assistant Director of Alumni Engagement position which will report to the Vice President for Institutional Advancement. This position will be responsible for supporting a comprehensive alumni engagement program that fosters networking opportunities, professional development, and social interaction following the tradition and mission of the institution. The Assistant Director will develop and maintain meaningful contacts with alumni and friends via targeted modes of communications and outreach: social media, e-mail, meetings, special events, and volunteer opportunities with the end goal of strategically connecting them to giving annually and long-term.

Founded in 1834, Franklin College is a residential four-year undergraduate liberal arts institution with a scenic, wooded campus located 20 minutes south of downtown Indianapolis. The college prepares men and women for challenging careers and fulfilling lives through the liberal arts, offering its approximately 1,000 students 28 majors, 36 minors and eight pre-professional programs. In 1842, the college began admitting women, becoming the first coeducational institution in Indiana and the seventh in the nation. Franklin College maintains a voluntary association with the American Baptist Churches USA.

ESSENTIAL POSITION FUNCTIONS

- Coordinate alumni engagement events: build registration links and all promotion; produce invitations, accept RSVPs, and maintain guest lists; prepare name tags and all other event-related details;
- Manage all social media platforms for the Office of Institutional Advancement;
- Build a comprehensive social media calendar to include all platforms and track all engagement metrics;
- Coordinate all regular posts, events, and contests to encourage engagement; respond to all interactions; interact with other FC alumni pages; identify and stay educated on trends and new social media avenues and recommend implementation if appropriate; take appropriate action in the event of negative engagement; report social media metrics;
- Ensure appropriate minority representation in all email messaging, and in alumni social media platforms, including Twitter, Facebook, and Instagram;
- Oversee an efficient alumni greeting/recognition program for marriages, births, professional achievements, honors and awards, student referrals, and obituaries;
- Respond to alumni/friend inquiries and general alumni correspondence. Solicit, maintain, and track accurate and up-to-date information for alumni files;
- Participate in IA strategic planning. Assess ROI using the Alumni Engagement Index to meet



specific goals and objects set by the VPIA,

- Attendance at events with some travel and extended hours is required;
- Follow and abide by all safety rules and regulations;
- Regular attendance and timeliness;
- Other duties as needed or assigned.

SUPERVISORY RESPONSIBILITY

General supervision is received from the Director of Alumni Engagement.

Direct supervisory responsibility includes the authority to hire, transfer, suspend, layoff, recall, promote, discharge, assign, reward, or discipline subordinate employees or effectively recommend such actions.

May exercise supervision over student workers.

QUALIFICATIONS

EXPERIENCE: Two years of progressive experience in alumni relations and higher education is preferred.

EDUCATION/LICENSING: Bachelor's degree from an accredited college or university.

REQUIRED SKILLS:

- Exceptional ability to think strategically and analytically;
- Excellent written, oral and interpersonal skills;
- A commitment to higher education and the ability to articulate a persuasive case for continued engagement and annual support of Franklin College;
- Work requires attention to detail in composing, typing and proofing materials, establishing priorities and meeting deadlines;
- Must be able to work in a fast-paced environment with the ability to manage multiple projects simultaneously, while meeting deadlines and goals;
- Position continually requires demonstrated poise, tact, and diplomacy;
- Strong initiative and creativity with a high energy level, sense of humor, enthusiasm, and flexibility;
- Demonstrated relationship builder and team player;
- Must be a self-starter, well organized, and able to work with minimal supervision;
- Computer literacy skills and understanding of database research and management; proficiency with MS Office;
- Demonstrated proficiency in managing social media, including experience with various social media platforms (e.g., Facebook, Twitter, Instagram and LinkedIn); experience leveraging social media management and analytical tools with platforms such as HootSuite, for example; a keen sense of what type of content is optimal for which social media network; experience with



planning, writing, and editing content for the social media space; and finally, experience with photography for social media purposes;

- Ability to handle sensitive and confidential matters discreetly;
- Ability to work with diverse populations of students and volunteers of all ages;
- A willingness to learn new applications and participate in professional development opportunities is a requirement;
- Must be able to travel and work evenings and weekends as warranted.

APPLICATION PROCESS

This position offers an excellent benefits package including: health, life and disability insurance, paid vacation, sick and holiday time, retirement plan, and full tuition benefits for the chosen candidate and their family. Review of applications will begin immediately and continue until the position is filled. Qualified candidates should submit electronically (MS Word or PDF) a cover letter, resume, and contact information for three professional references via the application link – [Franklin College Staff Application](#)

Contact Human Resources with additional questions.

Franklin College
101 Branigin Blvd.
Franklin, IN 46131
humanresources@FranklinCollege.edu

Franklin College is committed to providing an inclusive and welcoming environment and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with these principles and applicable laws, it is therefore the College's policy not to discriminate on the basis of age, color, disability, gender, gender expression, gender identity, genetic information, national origin, marital status, race, religion, sex, sexual orientation or veteran status as consistent with the Policy on Prohibited Discrimination, Harassment and Related Misconduct. No person, on the basis of protected status, shall be excluded from participation in, be denied the benefits of, or be subjected to unlawful discrimination, harassment, or retaliation under any College program or activity, including with respect to employment terms and conditions. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.