



Position Title: Advancement Associate for Alumni and Events
Reports to: Assistant Head of School for Advancement

Position Overview: The Advancement Associate for Alumni and Events plans Advancement-sponsored and fundraising events, supports the Advancement Team, Head's Office, Facilities and each School division with school-wide events, and drives alumni engagement and philanthropy. This role also focuses on enhancing volunteerism and parent involvement, building inclusive, meaningful connections that support Shorecrest's Mission. The ideal candidate is a strong communicator, experienced planner, and has a strong alignment with Shorecrest's Mission, Vision, and Core Values.

Alumni Engagement:

- Cultivates alumni through personalized outreach, surveys, phone calls, and digital engagement.
- Serves as the primary point of contact for alumni inquiries and engagement opportunities.
- Develops alumni communications, including magazine contributions, newsletters, social media, and website content.
- Maintains an up-to-date alumni database, tracking milestones, contact details and preferences.
- Supports alumni giving initiatives, including annual fund campaigns and reunion giving.
- Cultivates alumni volunteers to serve on class committees, reunion planning, and alumni boards.
- Promotes alumni involvement in mentorship programs, career panels, and student engagement.
- Collaborates with the database manager to track alumni engagement and program success.
- Provides regular reports on alumni participation, event attendance, and communication reach.

Events:

- Oversees the planning, logistics, and execution of major Advancement events, including donor receptions, alumni gatherings, community celebrations, parent and volunteer events.
- Supports the Head's Office and School divisions with school-wide events as needed
- Participates in the Nuts & Bolts committee.
- Coordinates venue and vendors, catering, décor, technology, signage and volunteers.
- Manages event timelines and budgets, tracks expenses with the Business Office.
- On-site lead for events to oversee execution and ensure a positive attendee experience.
- Builds and maintains strong relationships with external vendors and service providers.
- Plans alumni events, reunions, regional gatherings, networking receptions, and virtual meetups.
- Collaborates with faculty and staff to create meaningful on-campus experiences for alumni.

Special Projects:

- Reimagines and grows volunteerism opportunities and celebrates volunteer contributions.
- Coordinates administrative logistics and project workflow for the Adv / Business Office.
- Collaborates with MarComm on alumni communication strategies and social media presence.
- Coordinates campus naming opportunities, ribbon cuttings and signage.
- Other duties as assigned by Assistant Head of School for Advancement

Qualifications:

- Bachelor's degree and /or experience leading non-profit, events volunteer coordination.
- Advancement, marketing, media and/or communications background is a plus.
- 3-5 years of relevant work experience in event planning, volunteer engagement,
- Strong organizational skills: managing multiple engagement strategies simultaneously.
- Proven ability to build and maintain positive relationships across diverse teams
- Excellent verbal and written communication skills with a focus on clarity, tone, and audience.
- Experience managing budgets, vendor relationships, and event-related technologies.
- Proficiency in Microsoft Office Suite, Google Workspace, and CRM platforms and experience with digital marketing, social media, and design tools (Adobe Creative Suite, Canva) are a plus.

Physical Requirements & Work Environment:

- Ability to lift up to 30 lbs.
- Works in a mix of office, indoor, and outdoor event environments.
- Requires occasional evening and weekend work to support events and special initiatives.
- Highly dynamic role with frequent interaction across all levels of the school community.

To apply, please submit a cover letter and resume to Michael Gillis, Assistant Head of School for Advancement, mgillis@shorecrest.org.