

Position: Director of Alumnae Experience

Level: Director

Summary: The Director of Alumnae Experience is a member of the Management Team. The Director of Alumnae Experience is responsible for enhancing the alumnae member experience through programming, creating connections amongst members, building meaningful lifetime membership engagement opportunities through alumnae chapters, collegiate chapters, peer groups and informal Tri Delta communities. This position is responsible for planning and implementing programs and projects that strategically engage alumnae demonstrating the benefits of lifetime membership and engagement.

Qualifications:

- 8-10 years of related experience
- Bachelor's degree from an accredited college or university required; Master's degree preferred
- At least 5-7 years of professional staff management experience
- Possesses solid strategy execution, member engagement, alumnae relations and development, program development, and event thought leadership skills
- Ability to model, teach and promote Tri Delta's guiding principles, Purpose and vision

Primary Roles: Alumnae relations and engagement, alumnae membership growth, alumnae experiential events, activities and programming

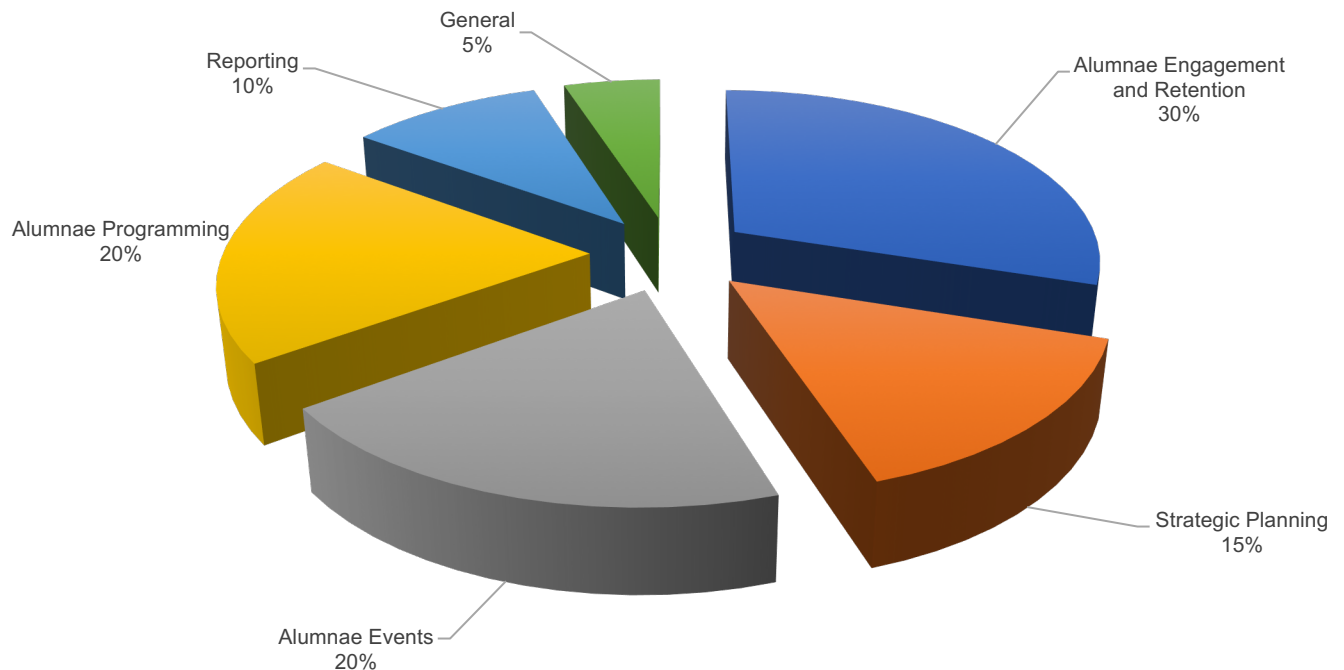
Reports To: Chief Experience Officer (CXO)

Supervises: N/A

Travel: Up to 40%

Typical Week: 40 hours

Allocation of Time: Time allocation is based on available time described in typical week



Key Responsibilities: The Director of Alumnae Experience is responsible for the alumnae experience, involvement, engagement and growth. The Director of Alumnae Experience oversees all aspects of alumnae programming, development, increasing participation in alumnae events, activities and programming and increasing the number of dues-paying alumnae members achieving enterprise measure targets. Responsibilities will include, but not be limited to, the following:

- Position Tri Delta for long-term alumnae member experience and engagement success
- Work closely with CXO to prepare one and three-year strategic alumnae experience plans
- Work closely with CXO and marketing/communications in the creation of an alumnae value proposition
- Develop programs, activities and events that enhance and grow alumnae engagement
- Develop strategies to increase alumnae dues-paying members through alumnae chapters and at-large membership
- Collaborate with marketing/communications and program development teams on Tri Delta's professional and personal development conference (LEADDD). Collaborate on location, speakers, workshops, marketing and promotion.
- Oversee the growth of the alumnae member activation, through local alumnae chapter involvement or other experiential activities and programs. Partner closely with alumnae volunteer leadership in development and implementation.
- Manage Tri Delta alumnae engagement online community tool. Develop strategies for adoption and ongoing engagement through the platform.
- Serve as project manager/liaison to volunteer centennial celebration planners, marketing/communications, Foundation and key stakeholders to assist with collegiate chapter anniversary and centennial celebrations.
- Partner with the program development team in the development of resources or programs that introduce alumnae involvement, communicate alumnae benefits, volunteer opportunities or other alumnae engagement opportunities among collegiate members.
- Oversee Women of Achievement nomination and selection process.
- Partner with Alumnae Volunteer Manager on ideas to enhance Golden, Silver and Diamond Circle recognition.
- Partner with Tri Delta volunteer Honor Initiate Chair to thoughtfully and creatively grow Tri Delta's Honorary Initiate Program, increasing awareness among current alumnae.
- Develop strategies and tactics in partnership with marketing/communications and technology teams to ensure accurate and complete alumnae database records.
- Grow alumnae engagement and involvement by collaborating with marketing/communications team to create targeted and relevant communication strategies.
- Partner with marketing/communications and alumnae volunteer team to identify alumnae stories for web, social media and print.
- Build collaborative relationships with alumnae to best support engagement strategies and understanding of current programming needs and desires.
- Partner with the Foundation to identify, cultivate and steward alumnae at alumnae relations events, programs, and conferences.
- Maintain budget and measure actuals-to-plan.
- Remain up to date on best practices and industry trends that impact alumnae.
- Abide by and lead others in project management process and cascading communications.
- Attend and contribute to Executive Board meetings as requested.
- Participate in all Management Team meetings, providing alumnae-focused strategic thought leadership.
- Receive and act on feedback; focus on self-development to become the best version of yourself.
- Pursue open and consistent communication with Tri Delta Executive Office employees and Board members.
- Focus, internally at Tri Delta's Executive Office and externally with members and the public at

large, on elevating Tri Delta's brand to be a premier women's organization dedicated to helping women live, learn, and lead – with Purpose – for a lifetime.

- Be passionate about serving others (i.e., Tri Delta employees, Board members, collegiate members and alumnae members) and helping them become the best versions of themselves.
- Consistently demonstrate bravery, boldness and kindness.
- Develop team goals which ultimately support enterprise goals(s) of member experience, organizational effectiveness and sisterhood growth.
- Participate in Tri Delta events and pursue external relationships.