



## HISPANIC SCHOLARSHIP FUND

**Position:** Director, Alumni Relations  
**Reports to:** Chief Marketing Officer  
**Location:** Gardena, CA

### Who We Are/What We Do

Founded in 1975, the Hispanic Scholarship Fund empowers Latino families with the knowledge and resources to successfully complete a higher education, while providing scholarships and support services to as many exceptional Hispanic American students as possible. HSF strives to make college education a top priority for every Latino family across the nation, mobilizing our community to proactively advance that goal – each individual, over a lifetime, in every way he/she can. HSF also seeks to give its Scholars all the tools they need to do well in their course work, graduate, enter a profession, excel, help lead our nation going forward, and mentor the generations to come. As the nation’s largest not-for-profit organization supporting Hispanic American higher education, HSF has awarded over \$500 million in scholarships and provides a range of impactful programs for students, HSF Scholars, Alumni, and parents. For more information about the Hispanic Scholarship Fund, please visit [HSF.net](http://HSF.net)

### Job Description

Reporting to the Chief Marketing Officer, the Director is responsible for developing, implementing, and managing a comprehensive alumni engagement strategy to build a well-functioning alumni network that actively supports HSF, stays engaged with HSF, and which provides a range of benefits for its members. The job includes planning and implementing the programs and projects needed to achieve this goal and serving as HSF’s ambassador, in securing commitments from Alumni to provide professional expertise and volunteer service, as well as creating and maintaining pathways for Alumni participation that advance the goals of the organization. The Director will also design and launch an Alumni Association, cultivate, solicit, and steward Alumni giving, and serve as a liaison between the Alumni Association and HSF’s leadership.

### Job Requirements

- **Management and Leadership**
  - Provide strategic information and guidance to develop goals, plans, and procedures
  - Develop and oversee budget
  - Develop and implement an Alumni support model that promotes engagement opportunities and giving
  - Develop and implement an annual plan for Alumni Relations (AR) operations
  - Provide leadership within HSF for the development and implementation of marketing strategies specifically geared toward Alumni
  - Oversee maintenance of alumni records and accuracy of database.
- **Alumni Relations**
  - Establish, monitor and evaluate the strategic plan for the Office of Alumni Relations
  - Provide oversight and management of alumni relations activities for HSF to increase Alumni participation and ongoing Alumni interest in the organization
  - Establish and build relationships with a wide range of Alumni, locally, regionally, nationally, and internationally;
  - Maintain regular communication with Alumni via direct contact, email blasts, alumni web pages, and print publications
  - Ensure accurate and complete alumni database: capture contact, biographical, and career information of Alumni via surveys, projects (e.g. alumni directory), correspondence, website, postal returns, etc.
  - Work directly with the Career Development Office to create an engagement strategy with Alumni to facilitate career growth among graduating HSF Scholars
  - Initiate, coordinate, and manage activities and programs that facilitate meaningful connections among HSF Alumni
  - Actively seek opportunities to be involved with Alumni at the community level; act as an ambassador of HSF
  - Formulate procedural guidelines and plans to establish an Alumni Association, get buy-in from senior management, launch
- **Fundraising**
  - Plan, develop, identify, cultivate, and execute strategies for obtaining alumni donations, i.e.,
    - Working with the Chief Development Officer, identify, cultivate, solicit, and steward Alumni giving

- Engage Alumni in HSF's ongoing development initiatives, including annual giving campaigns, annual fundraisers (e.g., Alumni Hall of Fame, Leaders in Education Awards), Donate833™ campaign, etc.
- Plan, implement, grow an effective, annual, Alumni giving program as part of the organization's comprehensive development strategy
- Routinely identify and qualify Alumni prospects for gifts
- Plan an alumni communication strategy that incorporates campaign messaging themes and priorities for Alumni programs, in support of campaign fundraising goals.
- **General**
  - Lead strategic planning for communication activities that support relationships between HSF and its Alumni
  - Market and promote HSF's assessment tools, metrics, and services to Alumni, and potential partners
  - Plan, develop, and administer your function's annual budget for approval to ensure compliance with budgetary guidelines
- **Collaborative**
  - Collaborate with the Vice President of Programs & Events in planning and executing Alumni events and/or Alumni support of HSF events
  - Work with senior staff to develop a strategy to launch and evaluate programs directed towards Alumni engagement
  - Collaborate with the Information Technology and Marketing team to
    - Plan and execute the Alumni communications strategy
    - Build and maintain the Alumni data base
    - Analyze Alumni data, over time
    - Develop and maintain donation solicitation/receipt tools
  - Collaborate closely with development colleagues to increase support from Alumni, including planning and executing alumni communications strategy and analyzing alumni data for engagement and development purposes
- **Additional**
  - A demonstrated commitment to serving the community with professionalism, courtesy, friendliness, consideration, and confidentiality
  - Perform additional duties and responsibilities as required

## Qualifications

- **Basic**
  - Bi-lingual preferred
  - Master's degree from an accredited university
  - Minimum 10 years of progressively responsible leadership experience in Alumni relations, development, program management and/or related role
  - Must be committed to the mission and vision of the Hispanic Scholarship Fund
- **Track Record**
  - Five years' experience working in/with higher education organizations and/or organizations that support youth and college readiness (schools, universities, non-profits, etc.), preferred
  - In-depth understanding of higher education Alumni services
  - Strong financial and budget management knowledge
  - Proven ability to synthesize issues and ideas and present them to constituent groups
  - Proven ability to strategize, implement, and build constituency programs and activities, along with a talent for motivating volunteers and developing volunteer leadership
  - Innovative thinker with proven capability of transforming strategic thinking into action plans and results
  - Demonstrated project management skills
  - Proven track record for establishing and nurturing strong community partnerships
  - Proven track record of developing and executing Alumni relations strategies
  - Experience working with youth, parents, community partners, and volunteers
  - Experience working with diverse communities
- **Specific Professional Skills**
  - Excellent judgment and creative problem solving skills, including negotiation and conflict-resolution
  - Experience working effectively in a complex, multifaceted environment
  - Strong networking and relationship management skills

- Exceptional writing, editing, and oral communication skills
- Ability to develop, interpret, and apply statistical data in daily decision making
- Excellent computer systems skills, including web research fluency, and the ability to learn and manage various information system technologies, proficiency in MS Office applications and social networking platforms
- Familiarity with database development and maintenance
- **Personal Attributes**
  - The knowledge, intellect, temperament and flexibility to work effectively in an intense, fast-paced, and high-performance environment
  - Strategic and creative visionary, with the drive and organizational skills necessary to ensure that strategies are implemented, objectives achieved, and success measured
  - Ability to manage diverse relationships and interact with all types of people, at all levels of an organization
  - Principled, ethical, professional, and committed to exceptional work quality and standards
  - A high level of personal and professional confidence and sophistication
  - Upbeat, positive, and enthusiastic
  - A high level of energy and initiative
  - Team player
- **Additional Requirements**
  - Must be flexible and available for approximately up to 25% travel, and to attend meetings, presentations, and events outside the office
  - Flexible to work weekends and/or extended work days, as required

#### **Additional Criteria**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. This position requires:

- Constant sitting or standing,
- Some walking around, and
- Occasionally lifting no more than 20 lbs.

**To Apply: Email resume, references, and cover letter to [employment@hsf.net](mailto:employment@hsf.net)**

*Equal Opportunity Employer*