



Foundation for Madison's Public Schools

Job Title:	Marketing Assistant – Alumni Engagement
Responsible to:	Executive Director
Date Approved:	May 2019

Summary of Major Responsibilities

The Marketing Assistant – Alumni Engagement (AE) cultivates Madison Metropolitan School District (MMSD) alumni relationships by focusing on the development and implementation of alumni engagement strategies. Working in concert with personnel at the Foundation for Madison's Public Schools (FMPS) and MMSD, the AE will manage the pilot phases of the Madison Public Schools Alumni Network as described below.

Through oversight of the pilot, the AE will establish, enhance, and expand alumni engagement opportunities with MMSD graduates that advance the goals of FMPS, developing a strong pipeline of future advocates, donors, and mentors/volunteers. During this pilot phase, building support across the alumni community for a 2020 facilities referendum, which could approach \$280 million, will also be critically important.

This is a limited term, part-time, non-benefits eligible, project role, available up to two years. A successful pilot could lead to a permanent opportunity.

Duties & Responsibilities (include, but are not limited to, the following)

Pilot Phase I: 2019-2020 School Year

- Draft and test value propositions for stakeholder groups.
- Determine with FMPS and MMSD staff measures of success.
- Manage efforts to introduce the alumni network to incoming freshmen and their families, including registering parents who are alumni.
- Manage efforts to recruit seniors before, during and after graduation-related activities (e.g. cap and gown distribution, graduation ceremonies), including parents who are alumni.
- Manage contact with the La Follette High School Board of Visitors.
- Form boards of visitors for the other MMSD high schools, identifying champions and volunteers for each.
- Consider with the FMPS Marketing Director how to incorporate alumni engagement into our May 2020 Circle of Friends luncheon and 2021 20th anniversary event.
- Work with MMSD schools to obtain existing data (e.g. yearbooks, alumni lists, booster clubs, etc.).

- Test usage of Downtown Madison, Inc.'s "member meet-ups" as a means to gather alumni.
- Complete memorandum of understanding with MMSD re. student data access and usage, ensuring compliance with MMSD policies and FERPA.
- Disseminate new or curated content for members through social media and web.
- Learn about how to use alumni module included in Raiser's Edge NXT Pro package.

Pilot Phase II: 2020-2021 School Year

- Make recommendations to the FMPS board in spring 2020 regarding project status and next steps.
- If Phase I successful and with board approval, engage Alumni Nations to build new services to complement activities started during 2019-2020 school year: a) data gathering and screening; b) alumni nation-specific website; c) communications support for core audiences; and d) surveys to create alumni engagement.
- Continue school specific activities described above.
- Serve as liaison for Alumni Nations project.
- Explore efforts to introduce the alumni network to students and families in elementary and middle schools.

Qualifications: An equivalent combination of education, training, and experience will be considered

- Associate or Bachelor's degree in marketing, communication, or public relations.
- 2-3 years' experience leading alumni or similar programs in the nonprofit sector (annual giving, memberships, alumni relations or constituency-based fundraising programs)
- CRM database implementation and maintenance experience preferred.
- Background in the use of social media and donor database systems for communications and engagement purposes.
- Experience with all aspects of planning and implementation of events in alumni relations and communications.
- Proficient organizational and multitasking skills to plan, prioritize, manage, and complete a variety of projects with exceptional attention to detail.
- Strong collaboration skills and ability to engage productively with colleagues to achieve shared goals.
- Excellent written and oral communication skills and exemplary customer service standards.
- Proven ability to think analytically and articulate ideas in various communication formats.
- Ability to work successfully and creatively in a fast-paced and changing environment while maintaining composure and a sense of humor.
- Strong budget management and negotiation skills.

NOTE: Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

About the Foundation

- Public Schools are the Heart of Madison: our children, our families, our neighborhoods, our businesses... our present ***and*** our future. For us, Schools Make Madison.
- For more than 20 years, our public schools have experienced declining public funding, state and federal.
- The Madison Metropolitan School District – Foundation for Madison’s Public Schools public-private partnership is an essential engine for our community’s vitality and health.
- This partnership gives community members a powerful voice in our public schools.
- The Foundation for Madison’s Public Schools is a 501(c)(3) nonprofit business dedicated to our public schools, the only agency in Madison with that singular focus.
- Incorporated in 2001, the Foundation has amassed an impressive track record:
 - We have given more than \$20 million back to our schools.
 - We have secured more than \$8 million in assets, including more than \$5 million in 93 different endowments.
 - We partner with MMSD and raise funds and provide marketing support to promote our public schools.
 - We have established a dedicated endowment for each of our 50 schools, a first in our country.
 - We manage more than 180 funds, dedicated to a wide array of interests across the Madison school district.
 - We process thousands of gifts annually for our schools.
 - We have hosted over 900 community leaders in our schools through our A Principal Experience program, which features a morning of shadowing with an MMSD principal.
 - 48 of our schools receive resources through more than 70 community partnerships coordinated and overseen by our Adopt-a-School program. In 2018, those partners provided over \$1 million in human, material and financial resources, including 23,000 volunteer hours.
- **For more information, visit SchoolsMakeMadison.org.**

To be considered, candidates must submit both a cover letter and resume electronically – by July 1, 2019 – to:

Melinda V. Heinritz
Executive Director
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