



Foundation for Madison's Public Schools

Job Title:	Alumni Engagement Coordinator
Responsible to:	Executive Director
Date Approved:	May 2021

About the Opportunity

Incorporated in 2001, the Foundation for Madison's Public Schools is a 501(c)(3) nonprofit agency that focuses exclusively on delivering support to the Madison Metropolitan School District's 50 public schools; more than 5,000 staff; and 27,000 students. During its existence, the Foundation for has delivered more than \$27 million in resources to Madison's public schools. The Foundation seeks a part-time Alumni Engagement Coordinator to manage our Madison Public Schools Friends & Alumni Network, launched in the fall of 2018. To learn more, visit: <https://madisonalumni.nationbuilder.com/>.

In execution of the duties below, the Alumni Engagement Coordinator will also work closely with Foundation staff and board members, most especially the Marketing & Events Coordinator, Development Coordinator, and Community Partnerships staff, and related committees.

This is a part-time, hourly non-exempt opportunity. This new position starts at 20 hours / week and has the potential to become a full-time role in the future. Candidates should be committed to anti-racism work, a critical element of the Foundation's culture. The Alumni Engagement Coordinator reports to the Executive Director.

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

- Determine annual measures of success and budget for inclusion in the Foundation's annual operating plan.
- Increase the alumni database to include as many as the estimated 80,000+ living alumni as possible.
- Ensure the health and usability of alumni data, and explore interface and integration with the Foundation's donor database.
- Manage the alumni network website, including its interface with the Foundation's primary website, SchoolsMakeMadison.org.
- Manage the Foundation's partnership with Alumni Nations, our public K12 alumni network vendor.
- Write content for the alumni network website, including alumni stories, as well as for eblasts, social media, annual reports, and related collateral.
- Support annual graduation activities in conjunction with MMSD central office staff and staff at our six high schools.
- Develop the emerging partnership with Summit Credit Union, which has branch locations in our four comprehensive high schools.
- Support alumni groups already established: La Follette Board of Visitors, Friends & Alumni of West High School, and the Spartan Family Network.

- Establish a regular presence at our six high schools, building relationships with school staff, current students (our future alumni), and their families.
- Continue our effective working relationships with MMSD central office, including the Strategic Partnerships Director and the communications team.
- Produce reports for every Foundation board meeting and other updates as requested.

Marketing & Development Coordination:

- Coordinate marketing needs and communications with the Marketing & Events Coordinator, the Development Coordinator, and related partners, consultants and vendors, to ensure consistent branding and messaging across the Foundation’s programs and services.
- Coordinate the rollout of our alumni network membership program, designed to generate revenue to support the network itself and to seed pipelines to other Foundation programs, with our existing marketing and development activities.
- Participate in regular meetings with the Executive Director, the Development Coordinator and Marketing & Events Coordinator to strategize, prioritize, clarify roles, and outline expectations regarding goals, projects and assignments.

Other duties as assigned.

Qualifications

- Passion for public education and commitment to the successful futures of our district’s 27,000 students
- Graduate of MMSD schools highly preferred
- Demonstrated cultural competency or commitment to developing related skills
- Preference for candidates with prior experience in marketing or related fields, including management of membership programs
- 3 years of administrative experience, ideally working in a nonprofit setting, is preferred
- Associate’s degree is preferred
- Driver’s license, registered vehicle and insurance required
- Ability to operate office equipment including but not limited to computers and related equipment, calculator, copier, fax machine and multi-line telephone system. Must be skilled in the use of Microsoft Office applications.
- Ability to maintain confidentiality of constituent records, including alumni data
- Must have excellent time management skills
- Must have the ability to multi-task and prioritize workload
- Ability to work independently and within a team
- Ability to communicate effectively, both orally and in writing, with individuals at all levels of the organization as well as board members

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

Mission: The Foundation is committed to supporting the education of every child by raising private funds, awarding grants, developing community partnerships, and advocating for

Madison's public schools.

Vision: Supported by the Foundation, Madison will have excellent, well-funded public schools in which learning is celebrated and all students graduate ready for college, career, and community involvement.

Values & Beliefs:

We Believe –

- Every child deserves a high quality and equitable education.
- The future depends upon today's investment in the educational experience of tomorrow's leaders.
- High quality public education is fundamental to a vibrant community and a strong local economy.
- Access to public education is essential for a thriving democracy.
- The Foundation plays a vital role in connecting public schools and community resources.

We Will –

- Fulfill our mission with intentional focus on diversity, equity and inclusion.
- Fund promising, innovative educational programs and activities outside the core school budget.
- Build and sustain partnerships that mobilize business and community resources.
- Invest community resources to expand opportunities for all Madison public school students.
- Promote the value of Madison public schools throughout the community.
- Manage the Foundation with integrity and transparency.

For more information about the Foundation for Madison's Public Schools, please visit:

SchoolsMakeMadison.org.

To apply, please submit cover letter and resume electronically to:

Melinda V. Heinritz
Executive Director
mheinritz@fmps.org

Resumes will be accepted until the position is filled.

Foundation for Madison Public Schools is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.