

Position: Development Manager, Volunteer Engagement

Grade: 53

Reports to: Sr. Associate Director Volunteer Engagement

General Purpose

Reports to the Senior Associate Director of Volunteer Engagement and is responsible for developing and maintaining a strong integrated Volunteer Engagement Program for the institutions over 3,000 volunteers, directly connecting all levels of volunteer engagement upward to the Board of Trustees, ultimately clarifying and strengthening the pipeline to the highest levels of University volunteerism. The Development Manager, Volunteer Engagement will collaborate with the Sr. Associate Director in the identification and implementation of strategies and programs that will increase volunteer engagement and giving across the entire University spectrum by focusing on several areas of volunteer management including but not limited to: marketing and recruitment, orientation and training, communications, evaluation, and recognition. The Development Manager will also oversee data management, reporting, and analysis for Volunteer Engagement strategies. This information will be used to perfect the processes and implement industry standards.

Specific Responsibilities

95% VOLUNTEER ENGAGEMENT

- **35% Volunteer Resource and Training Development:** Independently develop orientation, training, and evaluation programs for volunteers, including:
 - Manage centralized process and develop standards for volunteer recruiting, vetting, and selection, leveraging the volunteer interest form, website, communications, and in-person conversations
 - Develop volunteer orientation process and welcome packet for new volunteers
 - Develop volunteer tools and trainings to include handbooks, talking points, webinars, in-person trainings, and websites
 - Meet with colleagues across Alumni Relations and Advancement to determine volunteer tool and resource needs, priorities, and collaborative opportunities
 - Manage and track progress along a volunteer resource roadmap, prioritizing, tracking, and developing needed tools and trainings for various programs as needed
 - With internal colleagues, establish standards and processes for effective information dissemination to volunteers, including tools, resources, and constituent contact information
 - Build formal processes for standardized volunteer assessment, including tracking, for all Advancement volunteer programs
 - Establish a comprehensive volunteer recognition and appreciation program
- **30% Volunteer Program Strategies:** As assigned by the Sr. Associate Director, develop and implement strategies and programs to analyze current processes and increase volunteer engagement and giving, including:
 - Develop and manage internal processes and tools to track and manage the volunteer pipeline
 - Develop and manage a list of potential volunteers that reflect existing and potential volunteer opportunities, keeping an eye on key regions and other demographics
 - Evaluate and make recommendations on current volunteer engagement programs across the institution
 - Conduct benchmarking, as needed, with peer institutions to ensure we employ best practices in volunteer engagement across the organization
 - Develop volunteer performance and satisfaction metrics and analysis
 - Develop impact measurements for volunteer work, including hours, giving, and time-value
 - Develop impact reports on volunteer activities and related data

- **10% Volunteer Engagement:** Manage and interact directly with current and potential volunteers in order to increase their engagement and support their efforts, including:
 - Conduct volunteer spotlight interviews and ensure appropriate dissemination across various channels
 - Meet with potential and current volunteers to vet, assess, discuss further engagement opportunities with, and thank them
 - Work with the national alumni board and other key volunteer groups to present and solicit feedback on key volunteer program updates
 - Oversee centralized volunteer stewardship program, including events, communications, and Advancement-wide standards and protocols
- **10% Volunteer Communications:** Implement day-to-day volunteer communications and related assessment, including:
 - Manage the annual content calendar for the Volunteer in Partnership News e-newsletter (sent to over 3,000 volunteers each month), developing and collecting fresh content each month, soliciting ideas from colleagues across Advancement, and working with Communications to implement
 - Work with Communications colleagues to manage and update the volunteer website
 - Prepare data sets for print and digital mailings using existing reports, requesting custom reports from OASIS team, and, as needed, further segmenting data in Excel
 - Ensure proper coding of all volunteer communications in OASIS by submitting appropriate lists and communications content to OASIS team
 - Work with Communications team to track, assess, and report volunteer social media and digital communications activity and integrate data into monthly digital activity reports to be shared across Alumni Relations and Communications
- **10% Volunteer Records Management and Reporting Oversight:** Ensure database integrity and accurate reporting for volunteer engagement, including
 - Collect information from colleagues and volunteers through surveys, focus groups, and in-person conversations, in order to demonstrate volunteer program impact; particularly focused on data not tracked in OASIS (e.g. time volunteered, time-value equivalents, volunteer satisfaction, and other qualitative program outcomes)
 - Manage a central volunteer opportunity database in Access, tracking all current and recent opportunities offered to alumni from across the University
 - Ensure volunteer opportunities and current volunteers are appropriately coded in OASIS, working with the OASIS team and volunteer program colleagues across Advancement to update data regularly
 - Identify opportunities and develop strategies to improve OASIS records for volunteers, working with appropriate colleagues to solicit new or missing demographic, employment, or other data
 - Ensure accurate and timely recording for OASIS event and volunteer program data across Alumni Relations

5% OTHER

- Represent the Office of Alumni Relations in Advancement meetings and volunteer meetings as appropriate
- Supervise support staff and student workers on projects
- Work closely with other Advancement staff to identify, qualify, cultivate, and steward existing and potential prospects.
- Other tasks and duties as assigned by the Sr. Associate Director of Volunteer Engagement and AVP of Alumni Relations & Constituent Engagement

Qualifications

- Bachelor's degree required, or a combination of education and equivalent experience.
- 3 years' minimum experience, volunteer management experience highly preferred.
- Project and data management experience preferred.
- Experience in a large matrix advancement organization and in a complex university setting strongly preferred.

Skills and Abilities

- Understanding of "moves management" and key activities associated with major, leadership, and principal gifts fundraising.
- Knowledge of volunteer management principles and best practices.
- Ability to work collaboratively with various constituent groups, colleagues, volunteers and campus partners.
- Ability to see and understand the objectives of other departments and to integrate his/her goals with those objectives.
- Strong communication skills, both orally and in writing.
- Demonstrated ability to recruit, manage, motivate, and lead alumni and volunteer leadership.
- Ability to gather, condense and synthesize information and ability to provide accurate analysis and summaries.
- Experience with computer technologies and sophisticated software applications.
- Extremely organized and detail-oriented.
- Highly motivated and independent working style.
- Occasional travel; evening and weekend work