

Alumni Digital Engagement Officer

Berkeley Preparatory School

Tampa, FL

Founded in 1960, Berkeley Preparatory School is a co-educational, Episcopal affiliated, independent, college preparatory school with a current enrollment of 1,400 students in grades Pre-K through 12.

At Berkeley, we seek to educate the whole child by nurturing students' intellectual, emotional, spiritual, and physical development so they may attain their highest potential. We are committed to providing an inclusive and diverse learning community that develops the character of and a strong sense of social responsibility in each student.

Berkeley is located on a beautiful and well-equipped 86-acre campus, consisting of 29 state-of-the-art buildings. Our proud mascot is the Buccaneer. Graduates are passionate, well-rounded individuals who have learned the core values of discipline, diligence and integrity while mastering a rigorous, engaging curriculum and a myriad of co-curricular opportunities.

Alumni Digital Engagement Officer

The Alumni Digital Engagement Officer will leverage social media and virtual communication tools to cultivate relationships, inspire volunteers, increase giving and build sustained engagement with Berkeley's alumni community members.

This position is a 12-month, exempt full-time position. Out-of-town travel, evening and weekend work are occasionally required as job duties demand.

Responsibilities

- Use digital strategies and virtual communication tools to identify, qualify, cultivate, solicit and steward alumni advocates and volunteers on behalf of Berkeley
- Expand and advance the online professional networking/career development program currently known as Berkeley Connect
- Create a comprehensive digital engagement and solicitation strategy for identified segments of the Berkeley alumni community. Actively seek ways to best utilize technologies such as social media, ThankView, Hustle, Blackbaud, and GiveCampus
- Establish comprehensive metrics to demonstrate the results of outreach efforts • Cultivate relationships with alumni to further their connection to Berkeley and increase awareness of the alumni association's mission

- Develop a young alumni communication plan for engagement and donor retention that includes, but is not limited to, updates from campus, events, volunteer opportunities, etc.
- Serve as co-advisor for the student and alumni engagement group, the Student Alumni Relations Committee (SARC)
- Contribute relevant content to the Berkeley magazine, the alumni e-newsletter, the alumni website, etc.
- Work collaboratively with the Director of Alumni Relations to support the mission of the alumni association's working board, the Alumni Executive Committee
- Host meetings as necessary to support online initiatives

Preferred Qualifications

- The ideal candidate will have experience in higher education, fundraising, alumni and/or constituent relations, volunteer management, public relations, nonprofit administration and/or related fields.
- Impeccable oral and written communication and interpersonal skills
- Must be able to communicate with a diverse constituent group
- Exceptional attention to detail and ability to problem-solve with foresight
- Computer skills must include high competence in Microsoft Office software, social media, and databases (preferably Raiser's Edge)
- Desire to learn and grow with technological change
- Ability to meet deadlines in a time-sensitive and fluid environment without sacrificing accuracy
- Demonstrated ability to work independently and collaboratively
- Energetic personality and effective communicator with a demonstrated desire for results

Compensation and Benefits:

The position is a full-time position with full benefits. The compensation package will be very competitive nationally and commensurate with experience, degree attainment, and the national independent school and college markets.

Interested Persons please send a resume and detailed cover letter to:

Andrea Smith
Berkeley Preparatory School
813-885-1673
careers@berkeleyprep.org

All inquiries and nominations are kept confidential.

Berkeley Preparatory School does not discriminate on the basis of age, gender, religion, race, color, sexual orientation, gender identity, genetic information, disability, or national or ancestral origin in the administration of its educational policies, scholarship and loan programs, athletic and other School-administered programs, or in the administration of its hiring and employment practices. The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.