



MADEIRA

Assistant Director of Alum and Parent Engagement

The Advancement Department seeks an energetic, highly driven, creative, and collaborative Assistant Director of Alum and Parent Engagement to join our team. Reporting to the Director of Alum and Parent Engagement, the Assistant Director plays a key role in advancing Madeira's culture of lifelong connection and philanthropy. This position is responsible for designing and executing engagement strategies that deepen relationships with alums and parents, strengthen volunteer leadership, and contribute to participation and philanthropic outcomes. Working collaboratively across Advancement and the School, the Assistant Director ensures that engagement efforts reflect Madeira's mission and values and align with the School's institutional priorities.

The Madeira School is an independent boarding and day school that educates girls in grades 9-12. The scenic 376-acre campus is just 10 miles from Washington, DC. Enrolling students from 20 states and 42 countries, Madeira was founded with the vision of leading innovation in girls' education and the mission of launching women who change the world. Responsibilities include:

- Help implement and refine a comprehensive alum and parent engagement strategy, with defined goals for participation, volunteerism, and philanthropic outcomes
- Plan, execute, and provide follow-up for programs, regional events, and special events including all aspects of the annual Reunion Weekend. Lead post-event evaluation, including surveys, data analysis, and reporting, with recommendations to strengthen future engagement strategies
- Develop and manage content for social media channels (e.g., LinkedIn, Facebook, and Instagram) to engage alums and parents
- Manage vendor relationships, logistics, exhibitors, stakeholders, and cross-campus coordination to deliver high-quality events
- Manage and evolve the Class Correspondents Program, coordinate the gathering and editing of Class Notes and Milestones for the school magazine, *Madeira Today*
- Aid in the recruitment and oversight of Reunion Committees and meaningfully participate in committee meetings
- Support the Alumnae Council and Parents' Association by setting event dates and additional logistics as assigned
- Oversee all Alumnae Council and Parents' Association mailings, including electronic communications utilizing Almbase
- Create promotional materials for events (brochures, invitations, electronic communications, etc.)
- Prepare briefing materials to support leadership and volunteer engagement at events
- Manage the Alum Class Ring Program and ensure proper stewardship protocols
- Partner with/Oversee the 50th Reunion Committee on the class yearbook's development and execution
- Partner with Annual Giving to support Reunion and parent participation, helping to drive philanthropic engagement and pipeline development
- Lead post-event evaluation, including surveys, data analysis, and reporting, with recommendations to strengthen future engagement strategies
- Track and analyze engagement metrics (event participation, volunteer activity, digital engagement) to inform strategy
- Works with Director of Advancement Services to maintain accurate records and reporting within the CRM (Raiser's Edge)
- Partner with the Communications Team to maintain and enhance web content and ensure consistency

Qualifications:

- Bachelor's degree
- Two years' experience in development, advancement or related field
- Proficient in Raiser's Edge (or similar database), MS Office Suite, Outlook and Excel; willingness to learn additional programs
- Outstanding interpersonal, oral and written communication skills
- Strong organizational skills with attention to detail; ability to problem-solve, and manage and prioritize workflow
- Demonstrated ability to handle sensitive matters with diplomacy and discretion
- Ability to work independently and as an integral part of a team
- Available to work evenings and weekends as required
- Positive attitude and passion for education
- Commitment to advancing diversity, equity and inclusion in all aspects of School life
- Understand and promote best practices in independent school fundraising, including CASE's *Statement of Ethics* and *Principals of Practice for Fundraising Professionals at Educational Institutions* and AFP's *Code of Ethics* and *Donor Bill of Rights*
- Embrace Madeira's mission, philosophy, and values, and, in partnership with the Advancement Office, establishes a culture of teamwork, trust, collegiality, and accountability within the Advancement team

Salary range: \$65,000-\$72,000

To apply, please submit your letter of interest and resume to hr@madeira.org.