



Assistant Director of Annual Giving

PREAMBLE

Boston College High School is a Catholic, Jesuit, independent school serving approximately 1400 young men across grades 7-12 from various communities across Massachusetts. Founded in 1863, Boston College High School continues its commitment to an authentic formation of the head, heart, and hands within the parameters of the Characteristics of Jesuit Education, the Ignatian Pedagogical Paradigm, the BC High Mission Statement, and the strategic plan.

Department: Advancement

Reports to: Senior Director of Alumni Engagement

Summary

Boston College High School seeks a creative and energetic professional to join a team where trust, authenticity, innovation, and collaboration are valued and nurtured. The Assistant Director of Annual Giving will play a key role in BC High's historic comprehensive campaign by executing annual giving and alumni engagement strategies, with a focus on young alumni. Collaborating with internal and external stakeholders, the Assistant Director will manage programs including Giving Days, Senior Class Gift, GOLD (graduates of the last decade) Group campaigns, and others. This role will manage a portfolio of annual donors.

Responsibilities

- Under the guidance of the Sr. Director, the Assistant Director will implement programs to drive, enhance, and strengthen BC High's engagement with its 15,000+ alumni through the development, coordination, evaluation, and execution of programming, events, projects, and fundraising campaigns.
- Coordinate and grow BC High's digital annual giving initiatives including but not limited to giving days, recurring gift campaigns, and GOLD group fundraising.
 - Administer the GOLD Leadership Circle to maintain active volunteer engagement.
 - Support GOLD group peer-to-peer solicitation and Reunion giving strategies.
 - Administer back-end digital giving platform(s) and communications utilizing a full suite of digital fundraising tools.
- Manage Senior Class Gift Program, including related events and programming, to educate students on the impact of giving back through donations and volunteerism.
 - Recruit and guide the Senior Class gift committee to motivate and engage student volunteers, supporting peer-to-peer and direct solicitation.
- Collaborate with Sr. Director and External Relations team to maximize alumni engagement on BC High's Alumni-focused social media channels.
 - Implement a social media strategy that aligns with Institutional Advancement team's overall strategic priorities.
 - Design, draft, manage, update, and evaluate social media content on BC High's Alumni Instagram, Facebook, and LinkedIn accounts.
- Renew annual gifts and provide stewardship for a portfolio of 125 annual giving donors, meeting agreed-upon outreach activity metrics.
- Execute the timeline, content creation, and production of BC High's monthly alumni digital newsletter.
 - Report on open and click-through rates of newsletter within specific constituent groupings (GOLD alumni, Alumni Council, etc.).

- Assist with the team's administrative needs as related to Alumni Engagement and Annual Giving efforts, including running reports to evaluate success of initiatives.
- Represent Advancement as needed in broader School programs.
- Other duties as assigned; some travel and weekend/evening work is required.

Qualifications

- Bachelor's degree and 1-3 years of professional experience in a development/alumni relations or comparable setting. Working knowledge of industry best practices preferred.
- Proficiency in digital technologies including Microsoft Office, digital communication tools, and databases is required.
- Strong attention to detail and understanding of SEO best practices.
- Exceptional organizational and project management skills are required.
- Ability to write and speak persuasively; excellent interpersonal skills and ability to galvanize groups around a common goal.
- Applicants with diverse backgrounds/experiences are encouraged to apply. BC High is an equal opportunity employer.

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