Position: Advancement Officer
HRL: 15
Department: Communications

JOB DESCRIPTION

Role Description / Working Relationships
The Advancement Officer reports to the Director of Communications and Advancement, and liaises with the Communications Executive Assistant.

Main Responsibilities
- WAB Alumni Network
- Advancement database management
- WAB Fundraising Gala support
- Sponsorship, Grant and Partnership support
- Advancing the Dream Fund support

Job Descriptions
WAB Alumni Network
- Maintain and expand the WAB alumni membership and process all related administration using civiCRM database.
- Liaise with the Admissions team, Registrar and Student Services on a regular basis to ensure data integrity and accuracy, and to build into the alumni communications plan.
- Develop and implement the WAB Alumni Network Communications Plan - alumni recruitment initiatives, leaver and reunion events, alumni relationships establishing regular dialogue with existing alumni through a planned approach, investigate new ways of communicating with alumni and to constantly look for ideas on how WAB’s alumni program might be improved.
- Develop and maintain all alumni communications such as the website alumni and advancement pages, alumni Facebook and other social media channels.
- Promote the alumni activity at graduation ceremonies and throughout the year through effective communication and promotional material (electronic and printed) – this will include coordinating the production of regular circulars, publishing material to the alumni website and online community.
- Coordinate the publication of an annual Alumni Magazine and manage its distribution to all alumni and friends.
- Strengthen the relationship between WAB and its alumni so that they are receptive to supporting the institution in financial and non-financial ways.

Advancement Database Management
- Enter and maintain data in Advancement database system and audit the integrity of the data.
- Accurately and efficiently enter all gifts into the database and prepare gift acknowledgement letters.
- Maintain database records for all donors.
- Manage the production of scheduled reports on advancement activities and data analysis, including biweekly and monthly reports for the Director of Communications and Advancement.

Community and Alumni Events, WAB Fundraising Gala Support
- Plan and provide guidance and assistance for community events such as the Welcome Community Family Picnic, Distinguished Speaker Series, WAB Gala and Alumni/Leaver events.
- Plan and provide guidance for all alumni relationship building events, including community events, and local/international alumni leaver and reunion events.
- Provide support for the WAB Fundraising Gala.
- Assist with all other advancement office team activities as needed.
- Any other duties that may be reasonably required by the Director of Communications and Advancement.

Sponsorship, Grant and Partnership support
Support WAB events through local sponsorships:
- Generate an event sponsorship wish list for the school year including project descriptions, sponsorship opportunities, sponsor benefits and tentative budgets.
- Create a sponsorship proposal form for school-wide use.
- Identify potential sponsors and circulate opportunities.
- Prepare formal sponsorship contracts with legal guidance.
- Document and evaluate the program.

Research and pursue grant opportunities through foundations, corporate giving programs, and Embassy funding (where feasible):
- Focus on researching funders, writing proposals, and reporting on funds received.
- Work with Director of Communications and Advancement to understand curriculum, projects, and future goals in order to match funding opportunities with the appropriate needs.
- Communicate grant successes to WAB community.
Advancing the Dream Fund Support:

Support the Advancing the Dream Fund through maintaining donor information in the Advancement database, preparing reports as requested and assisting the Director of Communications and Advancement in developing and communicating any new fundraising strategies, for example, an Annual Fund.

PERSON SPECIFICATION

The successful applicant is expected to have the following skills, abilities, knowledge and experience:

1. Personal Skills and Abilities

   - Foster positive working relationships with staff and different constituency groups
   - Speak, read and write English fluently, fluency in Chinese language is desirable
   - Take initiative and work independently
   - Maintain confidentiality
   - Be efficient in managing time and priorities
   - Highly organized and able to multi-task

2. Qualifications

   - Postsecondary Education – Undergraduate degree in a related field

3. Knowledge

   - Understanding of a diverse international community and different philanthropic environments is preferred;

4. Experience

   - Experience in alumni relations, advancement and/or business development;
   - Proven experience in dealing with the media, corporate sponsors and ideally event organizing;
   - Fundraising experience within a relevant educational, cultural or not-for-profit institution;
   - Previous experience in an educational environment preferable