

AMERICAN FILM INSTITUTE

JOB DESCRIPTION

POSITION: Manager, Alumni Relations
DEPARTMENT: Advancement
LOCATION: Los Angeles Campus

PRINCIPAL RESPONSIBILITIES:

Manage a range of initiatives and programs designed to develop and nurture strong relationships between AFI and Alumni of the AFI Conservatory and AFI's National Workshops: Directing Workshop for Women, TV Writers Workshop, and Sloan Writer's Workshop, encouraging active engagement and long-term support of the AFI Conservatory. Develop and maintain a system for recording Alumni professional accomplishments in the film and television community and within the AFI community, and leveraging that information to strengthen ties and promote the success of the Conservatory. Serve as a liaison between the AFI Conservatory and AFI Advancement Office, ensuring that the long-term interests of strong Alumni relationships are served.

PRINCIPAL DUTIES:

The Manager, Alumni Relations has the following major responsibilities:

- Strategically develop and manage an Alumni program – developing benefits, communications, and events that encourage Alumni support of the Conservatory and engagement with AFI programs;
- Initiate alumni events that provide professional development, and social interaction among alumni and between alumni and the Conservatory. With Special Events, plan and execute Alumni activities and events, including: Alumni reunions, special screenings, and special seminars;
- Actively identify, engage, and cultivate relationships with Alumni in groups and one-on-one to engage them in key volunteer positions and to build support for the AFI and the AFI Conservatory;
- Use development database and software to retrieve data; perform comprehensive analysis and manipulation related to all aspects of alumni programs; use statistics to evaluate current programs and to make recommendations for program changes;
- Serve as a primary Advancement liaison to the Conservatory – actively engage with the Conservatory departments and staff to ensure strong internal communication and create a culture of collaboration within the AFI Conservatory community;
- Actively participate on the Advancement team by attending regular meetings and strategizing on prospect cultivation, coordination, and management ;
- Manage communication with Alumni in a timely manner related to current professional activities. Examples of letters include congratulations for nominations and receipts of such various awards as the Golden Globes, Academy Awards, AFI Awards, Sundance Film Festival, etc. Letters also include accolades and recognition of Alumni projects that are either in development, production, post-production or released. Ensure nominations and award data is entered in donor database. Also oversee development and distribution of AFI Alumni newsletter;
- Manage congratulations and announcements in trades when possible;
- Support Communications office and Dean's/Vice Dean's offices to communicate with Alumni for interviews and other press and publicity interests;
- Present opportunities for involvement with the alumni program at Conservatory Commencement rehearsal to support a smooth transition from the educational environment to the professional environment;

- Field requests from Alumni and others seeking professional crew for projects, and connect Alumni with work opportunities as possible;
- Attend key AFI events and festivals to meet-and-greet/support alumni when appropriate;
- Support the Alumni Mentor Program and Alumni Association as an AFI liaison;
- Other duties as assigned.

EXPERIENCE/SKILLS REQUIRED:

- Bachelor’s degree;
- Three years of individual giving experience, working with volunteers;
- Success in the cultivation, solicitation, and stewardship of individual donors;
- Strong computer and database management skills. Familiarity with the Raiser’s Edge database will be a plus and facility working on a Mac environment essential;
- Superior oral, written communication and presentation skills;
- Experience working with a broad base of leaders, and in the training, managing and motivating of key volunteers;
- Ability to problem solve and negotiate with tact and diplomacy.

PERSONAL ATTRIBUTES:

- Personable, positive and diplomatic individual with integrity and a sense of humor, who works effectively with Board, donors, volunteers and inside staff;
- Strong initiative, self-confidence, creativity, and entrepreneurial skills, who enjoys working as a team player but also has the capability to work independently and as a self-starter;
- Well-organized, able to plan and manage strategically yet have sufficient focus on details to assure effective implementation and follow through;
- Genuine interest in film and supports AFI’s mission with natural ability to articulate this mission and role to others;
- An innate ability to inspire those working with him/her toward accomplishing common objectives and goals;
- Knowledge and/or experience in film and television community is preferred.

SUPERVISION:

The Manager, Alumni Relations reports to the Senior Vice President of Advancement and collaborates closely with the Dean of the AFI Conservatory, Vice Dean of Fellow Affairs and the Director of AFI Individual Giving.

FULL-TIME X
 REGULAR X
 PART TIME

If full-time, number of months per year 12
 If part-time, number of hours per week