



BOOTH
UNIVERSITY
COLLEGE

EDUCATION FOR A BETTER WORLD

Development and Alumni Associate

The Development and Alumni Associate is a key contributor to building and sustaining strong relationships with both alumni and donors. The role supports alumni engagement by helping plan and participate in outreach initiatives, coordinating networking events, and managing volunteer activities that strengthen connections with the institution. Working closely with the supervisor, the Development and Alumni Associate assists in fundraising efforts and contributes to cultivating donor relationships.

The position also involves visiting The Salvation Army churches and various ethnic churches to raise awareness about the institution and support student recruitment. In carrying out these responsibilities, the Development and Alumni Associate collaborates with multiple departments across the institution to ensure coordinated engagement, communication, and advancement efforts.

Goals:

- Build a strong relationship with Alums by working with the supervisor and Marketing and Communications Specialist to keep alums abreast of events and activities through emails, telephone follow ups, and social media engagement.
- Work closely with the Alums Council by scheduling and documenting meetings and sharing updates in collaboration with the supervisor and marketing and communications specialist.
- Connect with Alums regularly and recruit Alums of the Week candidates by evaluating, selecting and recognizing the alum of the week in social media in cooperation with the supervisor and Marketing and Communications Specialist.
- Promote the Alums Campaign by working collaboratively with the Marketing and Communications Specialist.
- Work with the supervisor to keep alums abreast of developments on campus by ensuring alumni engagement through keeping the graduate network informed of key institutional developments and campus news.
- Fully engage in fundraising to meet institutional goals by brainstorming, planning and preparing various donor and alumni communications for fundraising with the supervisor.
- Provide support to the Admissions Team with local church visitation and obtain up-to-date training and information and thereafter recruit students.

ESSENTIAL FUNCTIONS OF THE JOB/ROLES AND RESPONSIBILITIES:

- **ALUMNI:**
 - Responsible for alumni stewardship
 - Maintain regular contact with alumni and manage the alumni email account.
 - Reach out to alumni for both stories and donations.
 - Is the contributor for the alumni news portion of Booth UC E-News
 - Prepare reports on Alumni relations activity.



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- **DONORS:**

- Assist in managing Booth University College's effective relationship with donors by
- Phone each donor as donations are received.
- Reach out to lapsed donors.
- Participate in the planning and executing of donor relationship events.
- Develop campaigns to increase donations.
- Source new donor opportunities through relationship building and networking.
- Achieve annual fundraising goals in collaboration with supervisor.
- Update donors' donations records and other data in Raiser's Edge
- Prepare reports on fundraising activities and donor relations, using Raiser's Edge
- Mine information on fundraising from Raiser's Edge
- Participate in the launch of annual and planned giving campaigns, drafting materials, contacting potential donors one-on-one by phone and/or email, and following up with donors.
- Draft direct mail donor appeal letters for approval by Director of External Relations
- Research grant and foundation application opportunities and assist in the writing of grant applications.
- Prepare for and participate in functions and special events, on or off site, in support of development activities.

- **ADMISSIONS:**

- Assist in promoting Booth University College's strong academic standard
- Visit The Salvation Army churches and ethnic churches.
- Phone each prospective student from visits to churches.
- Reach out to some community organizations for a possible visit.

TIME DISTRIBUTION

Alumni – 50%

Donors – 30%

Other Fundraising Activities – 10%

Admissions – 10%

QUALIFICATIONS

1. **Required**

- Bachelor's degree in communications, marketing, business administration, nonprofit management, public relations, or related field.
- Experience in relationship building, alumni engagement, fundraising, or community outreach.
- Strong interpersonal and networking skills to engage alumni, donors, churches, and prospective students.
- Excellent written and verbal communication skills
- Strong organizational and time-management skills while managing multiple priorities.
- Ability to work collaboratively with supervisors, colleagues, and institutional partners.



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- Ability to handle donor and alumni information with confidentiality and sound judgment.
- Experience using databases or CRM systems and maintaining accurate records.
- Proficiency in Microsoft Office (Word, Excel, Outlook, PowerPoint).
- Ability to represent the institution professionally at events and outreach activities.
- Willingness to travel locally to churches, community organizations, and institutional events.
- Fully support the integration of faith and learning in a Christian university-level setting and a commitment to the Mission of Booth University College
- Satisfactory criminal record check
- Must be valid to work in Canada

2. Assets (Preferred Qualifications)

- Experience in alumni relations, development, advancement, or fundraising within a university, nonprofit, or faith-based organization.
- Familiarity with donor management systems, particularly Raiser's Edge.
- Experience coordinating events, volunteer programs, or community outreach.
- Experience drafting fundraising appeals, donor communications, or grant proposals.
- Knowledge of fundraising practices, including donor cultivation, stewardship, and annual giving.
- Familiarity with The Salvation Army ministry, church settings, or faith-based communities.
- Experience engaging multicultural communities and ethnic churches.
- Experience supporting student recruitment or admissions outreach.
- Familiarity with digital engagement tools, including email marketing and social media.
- Ability to analyze donor and alumni data to support fundraising strategy and reporting.

This is a part-time permanent position with 18.75 hours per week. Booth University College offers a stimulating university college environment, a mission-driven purpose, and the opportunity to contribute to change as Booth UC moves forward on its commitment to its mission: **Education for a Better World.**

Application Instructions

Applications should be submitted to Human Resources via email: BoothUC.Careers@boothuc.ca. Applications must include a cover letter. In the letter describe why you want to work at Booth University College. Also, please detail what key strengths you bring to this position. All qualified candidates are encouraged to apply however, in accordance with Canadian Immigration requirements, Canadians and permanent residents will be given priority.

Accommodations are available upon request throughout the recruitment process.

About Booth University College

Booth UC is a Christian university college located in Winnipeg, Manitoba (Canada) and rooted in The Salvation Army's history of meeting the needs of the most vulnerable in society. As an open-enrollment institution, we welcome students from many different backgrounds, cultures, and countries. Deeply committed to social



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justice, we blend Christian faith and rigorous scholarship with a passion for service. Our approach to learning is anchored in academic excellence and based on a vision of social justice, hope, and mercy for all. We are committed to our mission: **Education for a Better World**. This is described in our mission statement:

William and Catherine Booth University College, a Christian university college rooted in The Salvation Army's Wesleyan theological tradition, brings together Christian faith, rigorous scholarship, and a passion for service. The University College educates students to understand the complexities of our world, to develop the knowledge and skills necessary to be active contributors to society, and to know how the Christian faith compels them to bring hope, social justice, and mercy into our world.