

RECRUITMENT & ALUMNI ENGAGEMENT OFFICER

Role Profile

Job Title:	Recruitment & Alumni Engagement Officer
Location:	Remote in the United States; Chicago (National Office) area preferred
Status:	Part-Time (20 hours per week)
Annual Salary:	\$31,000 to \$34,000; not benefits eligible
Travel:	15 to 20% depending on geographic location; higher travel during conferences
Reports To:	VP, Program & Operations

Summary of Role

The Duke of Edinburgh's International Award is the world's leading youth achievement award, operating in over 130 countries and territories. Since 1956, millions of young people worldwide have earned their Award by developing transferrable skills, increasing fitness levels, cultivating a sense of adventure, and volunteering in their communities. The Award helps young people ages 14-24 discover their purpose, passion, and place in the world. Today, there are more than 1 million active participants globally using the proven learning framework to develop life skills and achieve their infinite potential.

The Recruitment & Alumni Engagement Officer will support the growth of the Award in the United States through the expansion of new delivery partners and engagement of alumni Award holders. [The Duke of Edinburgh's International Award USA](#) is seeking a passionate, energetic, and strategic sales professional and program manager to develop the Award network across the United States. The person in this position should be an enthusiastic advocate for young people and mission-driven. They should have a proven track record of meeting or exceeding target goals with experience in successful pull through and closing of prospective partners. The ideal candidate will be a strong relationship builder with the ability to develop rapport quickly and easily and maintain ongoing communications to meet prospective partner needs. Having dynamic and engaging presentation skills, they will seek opportunities to raise awareness of the Award and expand the program. They will understand the value of quality data and will take initiative and responsibility for program expansion and alumni engagement.

Key Areas of Responsibility

RECRUITMENT OUTREACH STRATEGY

- Respond to potential interested organizations and individuals
- Research recruitment opportunities and engage in new strategies for Award Center development in alignment with the organization's strategic plan and annual goals
- Work collaboratively to create and adapt recruitment materials for potential Award Centers and participants (newsletters, the Award USA website, social media, presentations, and print materials)
- Represent the national office at local working groups, organizational meetings, and events
- Coordinate national conference sponsorships, events, and print materials; order and maintain organizational brand assets and swag for recruitment events
- Deliver speeches and webinars to raise brand awareness of the Award and grow the program

ALUMNI ENGAGEMENT

- Seek out Bronze, Silver, and Gold Award Holders in the United States
- Recruit past inactive participants to complete their Award/enroll in the next level
- Promote the Global Alumni Award Network and work collaboratively to create relevant US content
- Facilitate alumni engagement through effective relationship management, communication, and program building
- Coordinate and manage regular communications, events, activities, and networks (in person and online) to expand alumni engagement

OPERATIONS MANAGEMENT

- Manage the Customer Relationship Management (CRM) system for prospective Award Centers, participants, and alumni
- In collaboration with the program team, manage new license applications for prospective delivery partners
- Provide regular report metrics on recruitment and alumni engagement efforts
- Maintain a strategic calendar that facilitates outreach support of prospective Award Centers and Alumni engagement

ROLE SPECIFICATIONS

CRITERIA	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
Qualifications	<ul style="list-style-type: none"> • Bachelor's degree or commensurate level of experience • Mission driven youth advocate with a genuine interest in The Duke of Edinburgh's International Award vision and mission 	<ul style="list-style-type: none"> • Achieved Bronze, Silver or Gold Award from The Duke of Edinburgh's International Award 	Application, Resume, Degree/certificate verification
Experience	<ul style="list-style-type: none"> • At least two years of sales experience with a demonstrated record of success • Building program relationships and growing partnerships • Interpersonal skills with experience working with diverse constituents • Exemplary oral and written communication and presentation skills • Familiar with experiential/outside the classroom learning • Leading, promoting, and working in a diverse, inclusive, cross-cultural environment • Developing metrics and reports 	<ul style="list-style-type: none"> • Youth focused nonprofit experience • Independent schools, charter schools, high schools, universities, and afterschool development programs • Working with alumni engagement programming • Coordinating and managing recruitment events and programs at national and international conferences • CRM database management and communication for targeted recruitment and engagement 	Application, Interview, References

Skills and Abilities	<ul style="list-style-type: none"> • Organize and plan effectively • Communicate effectively at all levels • Build trusted relationships and be an effective ambassador among diverse stakeholders • Independently take initiative, manage time, prioritize workloads, work under competing pressures and deadlines • Work collaboratively and cross functionally as a team member • A skilled energetic and strategic sales professional and program manager • Event management planning and execution • Personal commitment to continuous learning and improvement • A demonstrated bias for action and solution-oriented approach • Experienced user of Microsoft Office Suite, presentation software 	<ul style="list-style-type: none"> • Project management skills • Experienced user of Salesforce, Form Assembly, Constant Contact, and Canva 	Interview, Work Sample
Circumstances	Part-time remote position in Chicago working during the Monday through Friday business work week, with set working hours and regular in person meetings for a total of 20 hours per week. Some flexibility is required around the lead up to national events or campaign launches. Onboarding will take place in person at the Chicago office. Overtime is not payable, though hours worked over and above standard contract can be taken in lieu of payment in line with policy and local regulations. Must be eligible to work in the USA.		

Equal Opportunity Employer

The Duke of Edinburgh's International Award USA provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. If you need a reasonable accommodation to submit your employment application, please email Lisa Metzger-Mugg, VP of Program and Operations at lmetzgermugg@usaward.org.