



EXECUTIVE DIRECTOR OF CONSTITUENT ENGAGEMENT

[BRYN MAWR COLLEGE](#)

BRYN MAWR, PENNSYLVANIA

BRYN MAWR

COLLEGE

Aspen Leadership Group is proud to partner with Bryn Mawr College in the search for an Executive Director of Constituent Engagement.

The Executive Director of Constituent Engagement will implement successful engagement strategies for Bryn Mawr College's core constituencies, including alumnae/i and families. The Executive Director will oversee a complex volunteer structure and pipeline as well as reunion giving, student, young alumnae/i, and family engagement and philanthropy as well as traditional alumnae/i engagement functions such as regional and club engagement and volunteers, affinity engagement, and class-based engagement and volunteerism. The Executive Director will serve as a member of a small divisional management group tasked with the overall success of the division and the advancement work of the College.

Established in 1885, Bryn Mawr College was founded to offer a more rigorous education than any then available to women. Like many projects of late 19th-century progressive thinkers, this bold vision embodied emancipatory potential and deep contradictions. From its founding, Bryn Mawr has prized superb teaching and research. The College offered undergraduate and graduate degrees from the outset, and was the first women's college to offer the Ph.D. While the College has been non-denominational for most of its history, Bryn Mawr was founded by members of the Religious Society of Friends ("Quakers"). Its Quaker legacy can be traced in the costly, principled stands President Katherine McBride took on behalf of freedom of belief and conscience during the McCarthy era and in the late 1950s and during the Vietnam War, at times costing the College government financial aid funds. The College's commitment to social justice has also found myriad forms of expression on campus, including in the 1914 founding of its Graduate School of Social Work and Social Research, one of the first in the United States, and the deep engagement of many current students in community service and with social justice issues.

Bryn Mawr remains a distinguished women's college, located on a beautiful residential campus just outside a major metropolitan area. Two distinctive coed graduate schools and a post-baccalaureate premedical program enrich the College community and offer opportunities for advanced study.

At Bryn Mawr, students choose from a wide array of majors in the sciences, social sciences, and the humanities. The College is a leader in academic innovation, with a particular focus on putting learning into action through research, fieldwork, community, and social justice engagement, and internships. Bryn Mawr further expands student's options to learn and explore through long-standing partnerships with Haverford and Swarthmore Colleges and the University of Pennsylvania, as well as through the cultural and social resources of Philadelphia.

In Bryn Mawr's diverse, close-knit community, with its strong student government and deep traditions, students build lifelong friendships and connections. A vibrant faculty of scholar-teachers and a talented staff support students in their education journey. The College's commitment to building inclusion is critical to realizing its values of excellence and equity.

The mission of Bryn Mawr College is to provide a rigorous education and to encourage the pursuit of knowledge as preparation for life and work. The traditions of high expectations, academic excellence, civic engagement, and ethical commitment remain at the core of Bryn Mawr's identity, expressed today through innovative academic programs and approaches to learning and among students and alumnae/i who pursue lives of purpose in all fields of endeavor. Bryn Mawr graduates include Emily Balch 1889, who received the Nobel Peace Prize in 1946; Ume Tsuda 1894, founder of the first women's college in Japan; Enid Cook '31, a distinguished microbiologist and the first African American graduate of Bryn Mawr; seven recipients of MacArthur Fellowships; the first women presidents of the University of Chicago and Harvard University; recipients of Pulitzer Prizes; members of the National Academies of Science; one of Forbes Magazine's ten most powerful women in the world; and many leaders in business, government, and nonprofit organizations.

Bryn Mawr College's influence extends far beyond students' time on campus. The Bryn Mawr community is unique: academically inspired, civically engaged, and always deeply committed. Mawrters are agents of change in every arena—forever members of a community founded on respect for the individual. With connections near and far, Bryn Mawr College's networks span the globe.

REPORTING RELATIONSHIPS

The Executive Director of Constituent Engagement will report to the Chief Alumnae/i Relations and Development Officer, Robert A. Miller. The Executive Director will oversee a team of 10 staff, including three direct reports. The Executive Director will serve on the Alumnae/i Relations and Development leadership team.

FROM THE CHIEF ALUMNAE/I RELATIONS AND DEVELOPMENT OFFICER

This team is defined by our people. We are a team of dedicated, creative, hard-working colleagues who care about one another and who perform at the highest levels of success. Everyone here is valued for their contributions and great ideas can come from anywhere. There is no task too small for any of us, and there is no challenge too great for us to overcome.

This is an exciting time to join our team at Bryn Mawr. We have created an organization dedicated to the engagement of our constituencies, in all its forms, and this position plays a central leadership role in its execution. Having recently closed our most successful campaign in the College's history, we have already begun to build the infrastructure for our next major fundraising endeavor. We are saying farewell to our very popular college president, which means we will also be welcoming a new president next year, giving us an opportunity to engage our alumnae/i and parents in both events.

In this role you will also join a small divisional leadership team. I rely heavily on this team to build our strategy and carry out our plans, which means that in addition to your leadership of the constituent engagement group, you will also have influence on the direction of the overall division. This is a highly collaborative group who will be excellent colleagues and supports.

We are looking for someone to help take our division to yet another level of success. If you are looking to build something new and exciting, while still having the support of a mature and modern organization, we would love to talk with you.

—Robert A. Miller, Chief Alumnae/i Relations and Development Officer

BRYN MAWR COLLEGE'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

In 2019 Bryn Mawr revised its mission statement to assert that "equity and inclusion serve as the engine for excellence and innovation," and that "a commitment to racial justice and to equity across all aspects of diversity propels our students, faculty, and staff to reflect upon and work to build fair, open, and welcoming institutional structures, values, and culture."

The College recognizes that racial justice and equity are foundational values, and that work to achieve them is urgent as well as an ongoing priority. Over the past decade, often inspired by the activism of BIPOC students and other members of the community, Bryn Mawr has worked to come to grips with the history, legacy, and ongoing effects of institutional racism and bias. Even as efforts to build new practices and policies have been substantive, more needs to be done. Bryn Mawr has made focused commitments to anti-racist action and prioritized investments that incorporate critical elements of its existing framework for action. This is a transformational moment in Bryn Mawr's history, and the College is committed to seizing this opportunity to advance equity and belonging for every member of its community.

PRIMARY RESPONSIBILITIES

The Executive Director of Constituent Engagement will

- develop a long-range strategy for the continued development and enhancement of alumnae/i and family engagement;
- nurture external and internal relationships that deliver the highest level of constituent engagement programming and provide value to the lives of Bryn Mawr alumnae/i;
- oversee programming and communications that use a range of technology and leverage both class and affinity interests;
- establish an annual calendar of alumnae/i communications across platforms (print, electronic, and social media), working in partnership with Divisional and College Communications to deliver consistent messaging to alumnae/i;
- develop and manage a comprehensive reunion giving program that supports annual fundraising goals and inspires new levels of giving;
- in collaboration with the Chief Alumnae/i Relations and Development Officer, set class giving goals and create alumnae/i-centric strategies to maximize participation and giving;
- support the Alumnae Association and work collaboratively with the Chief Alumnae/i Relations and Development Officer, Alumnae/i Relations and Development colleagues, and key volunteer leadership in the creation of strategies and direction that enhance constituent engagement activities; and
- adopt best practices and view all external and internal activities, including event planning, volunteer engagement, written materials (public-facing and internal), and relationship management and policies, through a lens of equity and inclusion.

LEADERSHIP

Robert A. Miller

Chief Alumnae/i Relations and Development Officer

Bob Miller joined Bryn Mawr College in 2012 after serving in various development roles at the University of Pennsylvania, Carnegie Mellon University, Albright College, and his alma mater, Elizabethtown College. At Bryn Mawr, he has led the historic integration of Alumnae/i Relations and Development (ARD) into one office and led the College's most successful fundraising campaign, *Defy Expectation*, which raised over \$301 million, more than \$50 million over its goal. In addition to his work as a chief fundraiser, Bob oversees a team of more than 40 innovative and collaborative people and works closely with his divisional management group that includes constituent engagement, external outreach, and individual giving, as well as principal gifts.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Bryn Mawr College seeks an Executive Director of Constituent Engagement with

- a commitment to the mission of Bryn Mawr College—to provide a rigorous education and to encourage the pursuit of knowledge as preparation for life and work;
- exceptional relationship management skills and an ability to relate well to, and understand the needs and interests of the Bryn Mawr community in order to strengthen their engagement with the College;
- experience designing, implementing, and executing successful alumnae/i or constituent relations strategies that result in significant increases in engagement and participation;
- an understanding of the metrics and methodologies required to create a robust alumnae/i outreach program;
- an ability to manage collaborative relationships and utilize data and technology to build strategic plans and new initiatives;
- excellent written communication and oral presentation skills;
- an ability to develop and implement cultural competencies of equity and inclusion and implement best practices that instill a sense of welcome and belonging within the alumnae/i network; and
- an ability to lead, mentor, and motivate professional and support staff toward a common goal, emphasizing collaboration, respect, and high performance.

Bryn Mawr College will consider candidates with a broad range of backgrounds. A bachelor's degree or an equivalent combination of education and experience and at least five years of alumnae/i or constituent relations experience is preferred.

SALARY AND BENEFITS

The salary range for this position is \$115,000 to \$130,000 annually. Bryn Mawr College offers a comprehensive [package of benefits](#).

LOCATION

This position is in Bryn Mawr, Pennsylvania, located 15 miles from Center City, Philadelphia

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Bryn Mawr College as well as the responsibilities and qualifications stated in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: [Executive Director of Constituent Engagement, Bryn Mawr College.](#)

To nominate a candidate, please contact Clare McCully, [claremccully@aspenleadershipgroup.com.](mailto:claremccully@aspenleadershipgroup.com)

All inquiries will be held in confidence.