



Marketing, Development & Alumni Associate

Summary

The Marketing, Development & Alumni Associate helps to drive the school's Marketing, Communications, Development, and Alumni operations.

Employment Classification

This is a year-round, full-time, non-exempt position with regular hours from 8:00 AM–4:00 PM. The position requires attendance at designated evening and weekend events throughout the school year. The Marketing & Development Associate reports to the Director of Marketing and Communications and the Director of Development and Alumni Engagement.

Primary Responsibilities:

General marketing/development and internal and external communications support, in alignment with enrollment goals and marketing/development strategy

- Produce and distribute electronic newsletters to various constituents using Constant Contact, including identifying and requesting appropriate content from staff, editing submissions as needed, and preparing final drafts for supervisor review.
- Maintain the school's social media channels, including Facebook, Instagram, blog, and YouTube.
- Design and create engaging visual materials that support marketing and development initiatives across print and digital platforms.
- Manage and update the school website, including adding documents to the resources page, maintaining staff pages, and updating website content as needed.
- Assist with the planning, coordination, and execution of on-campus events, including convocations, picture days, mixers, Meet the Seniors, Staff Parties, Commencement, Gala, and other school events.
- Assist with the development program, including The Riverstone Fund, Annual Auction Gala, capital campaign, corporate and foundation support and sponsorships, Parents' Association events, and other special development and community-building initiatives.
- Assist the Development Director with alumni engagement by creating and promoting activities designed to keep alumni involved, interested, and connected to the school and cultivate relationships for future giving.
- Manage and maintain the donor database, ensuring accurate and up-to-date contributor records, and provide development reports as required.
- Manage and maintain the alumni database, ensuring accurate and up-to-date contact and engagement information.
- Assist with the organization and coordination of volunteer efforts in support of development goals.



Videography and photography

- Produce and edit video from major school events as requested by teachers, and special projects as directed by supervisor; load video onto YouTube channel.
- Occasionally attend Outdoor trips and Field trips for photo & video content
- Photograph events and classroom activities with particular focus on supporting social media, including maintaining a photo library.

This is an entry-level position and Riverstone International School promotes self-assessment for professional growth, personal initiative, and having fun as a member of a high performing team.

Required Skills and Experience

- Bachelor's degree preferred.
- Excellent written, verbal, and visual communication skills, with strong attention to detail and an ability to adapt messaging for diverse audiences.
- Strong photography and video production skills, with the ability to capture engaging content for marketing, communications, development, and social media.
- Working knowledge of Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere, Microsoft Office, iWork, and Canva.
- Strong interpersonal skills and a welcoming, professional presence, with the ability to build and maintain positive relationships with students, families, alumni, donors, colleagues, and other community members.
- Strong organizational and project management skills, with the ability to prioritize multiple projects, meet deadlines, work independently, and collaborate effectively as part of a team.
- Experience supporting or coordinating events, including event logistics, volunteer coordination, vendor communication, and on-site execution.
- Commitment to and ability to embody the school's mission, guiding principles, and community values.
- Ability to lift and carry up to 30 pounds and perform physical tasks associated with event setup, breakdown, and other event-related activities.

Riverstone International School is an equal-opportunity employer.

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