



THE MARSHALL UNIVERSITY FOUNDATION™

Vice President of Alumni Relations

The Marshall University Foundation
Huntington, West Virginia

Reports To

President & CEO, Marshall University Foundation &
Senior Vice President of Advancement, Marshall University

Organization Profile

Located in the heart of Huntington, West Virginia, the Marshall University Foundation Inc. (Foundation) was chartered on January 3, 1947 as an independent nonprofit organization to receive, invest, administer and disburse private resources on behalf of Marshall University. Founded in 1837 and named after Chief Justice John Marshall, definer of the Constitution, Marshall University advances the public good through innovative, accredited educational programs. Marshall University is led by West Virginia native, President Brad D. Smith, who joined the University in 2022 after a successful career as a Silicon Valley CEO.

Nico Karagosian, President & CEO of the Marshall University Foundation and Senior Vice President of Advancement, leads a team of nearly 40 development, alumni relations, advancement services, and finance professionals to achieve the Foundation's mission. The Foundation plays a crucial role in providing the support critical to the continuing success of this nationally prominent university.

Over the past year, the Marshall University Foundation has experienced significant momentum in both fundraising and alumni engagement, reflecting a renewed culture of philanthropy and connection across the Marshall community. At the same time, alumni engagement has expanded in both reach and depth, with increased participation across volunteer leadership, events, and philanthropic support. More than 3,600 donors contributed in the most recent fiscal year, including over 2,200 alumni donors and nearly 1,000 new supporters, signaling strong growth in both retention and pipeline development. These results underscore a strategic alignment between engagement and fundraising, positioning Marshall to build sustained momentum as it advances its institutional priorities and long-term campaign goals.

The Marshall University Alumni Association (MUAA) is an integral component of the Foundation and dedicated to advancing the goals and objectives of Marshall University as a premier research and teaching institution. Guided by the strategic priorities of the University, the MUAA pursues lifelong, mutually beneficial relationships between all constituent groups and organizations resulting in optimal levels of engagement and philanthropic support. The Alumni Association maintains a commitment to strengthening partnerships among the University community while facilitating the processes of communication, collaboration, and leadership in the field of development. At all times, the MUAA promotes the very best of everything Marshall University has to offer.

The Foundation collaborates with President Smith to achieve his groundbreaking *Marshall For All* program. Designed to eliminate student loan debt, this program ensures that students graduate debt-free and equipped with invaluable work experience and financial literacy skills. By combining scholarships, grants, work-study opportunities, and family contributions, *Marshall For All* empowers students to focus on their education and future careers without the burden of financial stress.



Initially built in 1865, “Old Main” is the oldest University building and the symbolic heart of the Huntington campus.

Mission Statement

The mission of the Marshall University Foundation Inc. is to maximize continuous financial support for Marshall University and its students by soliciting, receiving, investing and administering private gift support. The Foundation is committed to providing professional service to Marshall University, its students and donors.

Vision Statement

The Marshall University Foundation Inc. will support and strengthen the continuing development of Marshall University by creating a culture of philanthropy, volunteer leadership and exemplary fiduciary responsibility.

Strategic Priorities

- Enhance private support and celebrate its lasting impact.

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EXECUTIVE SEARCH

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- Foster and cultivate relationships to strengthen and sustain alumni engagement.
- Prioritize transparency, financial stability and operational excellence.



Alumni and friends recognizing the accomplishments of Marshall University alumni at the Annual Alumni Awards Banquet.

Position Summary

The Vice President of Alumni Relations (VPAR) serves as a senior executive leader for the Marshall University Foundation, responsible for shaping and driving a comprehensive, institution-wide strategy for alumni engagement. Reporting to the President & CEO/SVP of Advancement, the VPAR provides high-level vision, direction, and oversight for the MUAA, all alumni relations programs, communications, and services that strengthen lifelong connection with more than 120,000 alumni worldwide.

As a key member of the Foundation's executive leadership team, the VPAR leads a professional staff, oversees the strategy and performance of 30+ alumni chapters across the country, and serves as the primary partner to the Marshall University Alumni Association (MUAA) Board of Directors. The VPAR works in close collaboration with the Vice President of Development/Chief Development Officer and the Vice President of Advancement Services to ensure alumni engagement is fully aligned with fundraising, campaign priorities, and institutional goals.

The VPAR will position Marshall as a national leader in alumni engagement by establishing clear strategic priorities, elevating the visibility and impact of alumni programs, and ensuring engagement outcomes are measured and benchmarked using CASE Alumni Engagement Metrics. This role requires a strategic, forward-thinking executive who can build strong relationships, drive innovation, and lead a high-performing team in advancing Marshall's mission and reputation.



The Memorial Fountain—a visible reminder of the 75 lives of Marshall Football team members and supporters lost in the November 14, 1970 plane crash.

Specific Responsibilities

Strategic Leadership and Long-Range Planning (25%)

- Establish a clear, compelling vision for alumni engagement that reflects Marshall's values, traditions, and aspirations, positioning the department as a strategic driver of institutional success.
- Develop multi-year engagement strategies that expand the reach, depth, and diversity of alumni involvement, with measurable goals tied to participation, volunteerism, and philanthropic outcomes.
- Use data-driven insights to identify emerging trends, evaluate program effectiveness, and refine strategies that strengthen alumni affinity and institutional loyalty.
- Cultivate a vibrant, engaged alumni community that celebrates Marshall's history, amplifies alumni achievements, and reinforces the University's role as a lifelong home.
- Strengthen signature traditions, such as Homecoming, Fountain Ceremony, Alumni Awards Banquet, chapter events, regional gatherings, and milestone reunions, to deepen emotional connection and reinforce the Marshall experience.
- Elevate the visibility of alumni impact through storytelling, recognition programs, and strategic communications that inspire pride and engagement.

Board Leadership and Governance (25%)

- Serve as the primary Foundation liaison to the Marshall University Alumni Association Board of Directors, ensuring the Board is well-supported, well-informed, and positioned to fulfill its governance responsibilities.
- Provide strategic guidance to the Board President and Executive Committee, including agenda planning, meeting preparation, and alignment with University and Foundation priorities.

- Ensure all Board activities, decisions, and communications adhere to established bylaws, policies, and best practices in nonprofit governance.
- Facilitate Board development by identifying training needs, onboarding new directors, and cultivating a pipeline of future volunteer leaders.

Partnership and Collaboration (15%)

- Serve as a strategic advisor to University and Foundation leadership on matters related to alumni engagement, volunteer leadership, and constituent relations.
- Build strong partnerships with campus units, including Athletics, Admissions, Career Education, Student Affairs, and academic colleges, to integrate alumni into the life of the University and support institutional goals.
- Ensure the department operates with clarity, accountability, and alignment, modeling collaborative leadership and a service-oriented approach.

Leadership & Talent Development (15%)

- Lead, mentor, and evaluate professional staff responsible for alumni engagement, volunteer management, communications, and chapter support, ensuring the team operates with shared purpose.
- Recruit, develop, and retain high-caliber talent, fostering a culture that values creativity, data-informed decision-making, and exceptional service to alumni and campus partners.
- Provide coaching and professional development opportunities that strengthen staff capabilities and prepare team members for expanded responsibilities and future leadership roles.

Budget & Resource Stewardship (15%)

- Oversee the Alumni Relations operating budget, ensuring responsible stewardship of resources, alignment with strategic priorities, and adherence to Foundation financial policies.
- Develop annual budget proposals and long-range financial plans that support departmental growth, program expansion, and strategic initiatives.
- Monitor expenditures, assess resource needs, and make data-driven adjustments in collaboration with the President & CEO to maximize impact and operational efficiency.

Other Duties as assigned by the President & CEO (5%)**Successful Profile**

- A relationship-driven leader who builds lifelong connections between Marshall University and its more than 120,000 alumni. Brings intellectual curiosity and fresh, new ideas to alumni engagement, grounded in humility, grace, and a strong ability to listen.
- Leads with grit and a commitment to teamwork, effectively enlisting, energizing, and empowering volunteers, including the MUAA Board, chapters, and affinity groups, to expand Marshall's reach and deepen alumni involvement. Maintains a disciplined focus on time, people, and resources to ensure strong execution and impact.

- Serves as a strategic thinker who works across campus, aligning alumni engagement with institutional priorities, fundraising strategy, and advancement services. Drives for results while fostering a high-performing culture that supports both innovation and accountability.
- Continuously innovates for impact, leveraging data and benchmarking, including CASE Alumni Engagement Metrics, to guide decision-making and measure success. Inspires others through personal action, modeling the values of stewardship, pride, and transparency in all interactions.

Qualifications**Required Qualifications**

- Bachelor's degree from an accredited college/university.
- Minimum of 8 years of progressive leadership experience in alumni relations, advancement, or related fields in which the candidate served in a non-profit cultivation leadership role.
- Proven ability to design and implement alumni engagement strategies across diverse regions and demographics.
- Strong financial management skills, with experience overseeing budgets and entrepreneurial projects.

Preferred**Preferred Qualifications**

- Experience leading alumni organizations with a minimum of 8,000 students enrolled annually and a minimum of 80,000 alumni.
- Exceptional communication and relationship-building skills, with the ability to inspire alumni, volunteers, and staff.
- Experience supervising staff with dignity, clarity, and strategic focus.
- Familiarity with CASE Alumni Engagement Metrics and benchmarking strongly preferred.
- Advanced degree.

Memorandum

The salary range for this position starts at \$120,000 and is subject to increase commensurate with a candidate's experience and qualifications, as well as internal equity. The Foundation offers a comprehensive and competitive benefits program.

Paschal•Murray supports the commitment of our client in encouraging applicants from diverse backgrounds and cultures. As a condition of employment, our client reserves the right to conduct reference checks and background verification including academic, work, driving, credit, and criminal histories.

This position announcement is not intended to be an exhaustive list of all responsibilities and requirements. It is presented as a fair reflection of the principal job elements.

Nominations and applications are welcome. Candidates will need to apply online at [https://Marshall University Foundation - Vice President of Alumni Relations](https://MarshallUniversityFoundation-VicePresidentofAlumniRelations). Please send résumé and letter of application as separate documents attached to an e-mail message to:

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President Brad Smith greeting an attendee at the Marshall University Homecoming Tailgate Party.