

JOB DESCRIPTION

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| Job Title: | Director of Alumni Engagement & Annual Giving | Category: | Exempt |
| Department: | Office of Advancement | Effective Date: | August 2018 |
| Reports To Title: | Associate Vice President for External Relations | HR Review: | |
| Positions Supervised: | | Approved by: | |

Job Purpose:

Responsible for the development, marketing and management of targeted campaigns for the Annual Fund. Provide leadership to the Foundation in implementing new campaigns and fund strategies. Assist with the design, implementation, and ongoing management of specialized campaigns that include, but are not limited to, Give Days, Crowdfunding, student campaigns, and College specific funds.

Responsibilities and Duties:

Essential Functions:

Responsible for the Design and Management of Various Campaigns within the Annual Fund, including but not limited to:

- Use the theories, principles and practices of fundraising for higher education and plan the direction for long and short range goals for solicitation and communication strategies. Focus on increasing the number of Annual Fund donors, their level of financial commitment and their continued support of Hastings College’s fundraising mission and strategic priorities
- Design, implement and evaluate a comprehensive program for annual gifts; work with current programs and establish new programs and objectives to significantly increase alumni and donor annual giving in both funds raised and participation.

Responsible for the Design and Implementation of Alumni Engagement Program including but not limited to:

- Work with the Office of Student Life to implement a program to connect current Hastings College students to alumni.
- Solicit and identify alumni to participate in current student program.
- Maintain contact with identified alumni for engagement with student program.

Responsible for Planning and Strategizing to Achieve the Annual Fund goals, including but not limited to:

- Determine annual giving goals and build strategic and tactical plans for achieving these goals, utilizing the resources available through development services and donor relations
- Focus on effective communication and solicitation activities within specific market segments identified as having potential for the greatest growth.
- Build strategies for moving donors to higher giving levels, including a variety of personal solicitations, telephone and electronic appeals, and multi approach direct mail.

Responsible for Marketing the College’s Annual Fund Programs to Their Fullest Extent to Expand the Portfolio of Donors, Grow the Financial Gifts and Retain Current Donors, including but not limited to:

- Direct and expand successful annual giving program by using direct mail, electronic solicitation, phone a thon, social media and personal solicitation initiatives.
- Formulate and execute a communications program supporting annual giving.

- Organize and implement all plans for the successful attainment of the Annual Fund goal on a fiscal year basis including the development, production and distribution of all marketing materials necessary to achieve desired gift results.
- Create and present new ideas for marketing the various Annual Fund Programs including the personal advantages of gifting to the College and the impact of gifts on students, faculty and the future plans of the College.

Responsible for Providing and Analyzing Data on all Annual Fund Reports to Track Goals, Research Short Comings and Meet the College's/Department's Needs, including but not limited to:

- Analyze Annual Fund results and plan the Fund's next steps through monthly report data throughout the plan year.
- Provide accurate data and information on the organization database.
- Assist staff members in creating a variety of fund reports, annual reports and various other reports.

General Department Duties including, but not limited to:

- Learn to use/operate any new job related programs and equipment. Participate in designated meetings and mandatory trainings
- Consistently model a high degree of customer service and student focus. Work collaboratively and support other team members.
- Professionally represent Hastings College at all times.

Nonessential Functions:

- All other duties as assigned.
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Qualifications:

Education:

Bachelor's degree required. Emphasis in business management, marketing and communications preferred.

Experience:

Three to five years of fundraising success including: an increasing donor portfolio, advancement in gifts given and increased, planning and developing fundraising programs and an overall successful record with annual giving, non-profits and/or higher education

Demonstrated Competencies:

- Knowledge of various marketing mediums including, social media, phone, direct mail and online fundraising procedures.
- Ability to interact with people of all constituent groups, including volunteers, on a one-on-one basis.
- Ability to “sell” donor programs and to motivate prospects to become donors and donors to increase gifts and/or add funding opportunities.
- Excellent phone etiquette and oral and written communication skills.
- Good stamina, occasional evening and weekend hours, and occasional travel.
- Ability to handle sensitive and confidential information with discretion.
- Self-starter, energetic, creative, detail oriented, organized and able to work independently.
- Customer service skills.
- Social media and emerging trends.
- Work collaboratively both within the department and across departments with multiple individuals.
- Excellent writing and composition skills.
- Working knowledge of Microsoft Office products – specifically, Word, Excel, Power Point, and Outlook. Other software requirements, social media/networking, web research and PowerCAMPUS.

- Ability to prepare and present motivational, informational and successful presentations to various organizations and individuals.
- Ability to operate computer, printer, copier, calculator, telephone and smartphone.

Licensure or Certification:

- Valid Nebraska driver's license with acceptable driving record.

Physical Demands:

- Ability to sit for long periods.
- Ability to stand for prolonged periods at events.
- Climbing stairs and ladders.
- Stooping, kneeling, bending grasping, reaching, carrying, pushing and/or pulling
- Moderate physical effort.
- Ability to lift or move up to 50 pounds.
- Ability to hear and understand over the telephone.

Working Conditions:

- Generally temperature-controlled environment.
- Low noise.
- May receive requests with simultaneous deadlines.
- Frequent interruptions.

Other:

- Must be able to travel out of area.
- Reliable transportation.
- Regular and predictable attendance.
- Ability to pass required background checks.
- Dress appropriately for work demands.
- Maintain standards for personal grooming and hygiene.