

# UNIVERSITY OF SAINT FRANCIS

## Job Description

**POSITION TITLE:** Assistant Director of Annual Giving

**DEPARTMENT:** Institutional Advancement

**POSITION STATUS:** FT (12 month)

**POSITION REPORTS TO:** Director of Development

**JOB SUMMARY:** As a member of the development team, the Assistant Director of Annual Giving works with the Director of Development to meet fundraising goals set for annual giving campaigns. This position is responsible for leading the comprehensive fundraising efforts for the university. Primary responsibilities include the effective creation, coordination, analysis, distribution, and evaluation of all components of annual giving fundraising alumni and friends. This position will create several communications strategies for leadership (\$1,000+) and participation revenue generation via face to face, direct marketing (mail, email, texting, and phone), matching gifts program, and social media to achieve campaign goals. This position will also support Institutional Advancement in an event management role.

### Major Responsibilities/Activities:

- Responsible for strengthening alumni and friends annual giving, increasing membership in leadership giving societies and managing the solicitation process.
- Responsible for increasing alumni and friends giving participation with Faculty & Staff Campaign/payroll deduction, November's Giving Tuesday, December's Lighting of the Lake, and yet to be introduced spring USF Giving Day and Young Alumni/Recent Graduate 1890 Club.
- In collaboration with the Director of Development, create a plan of action for Annual Giving each fiscal year, based on careful analysis of the previous year's results, and works with members of the development staff to ensure that the solicitation schedule is implemented in a timely fashion.
- Participates in comprehensive plans for identifying, cultivating, and stewarding donors.
- Works closely with the Advancement Services to assure that staff have the necessary reports to be able to evaluate their respective programs and initiatives.
- Strategically uses technology and other best-practice techniques to grow participation in Annual Giving.
- Develop and execute Annual Giving strategies.
- Responsible for the training and management of fundraising volunteers and paid students associated with the IA Ambassador program.
- Establishes monetary and participation goals and assists in identifying prospects for Annual Giving (including Annual Funds).
- With the Director of Development, create and implement all publications that are created to market the Annual Fund and its programs and initiatives.
- Ensure annual giving donors are acknowledged appropriately and in a timely manner.
- Work with Institutional Advancement staff to plan, coordinate, and execute department and university events as assigned.
- Monitor industry trends and make recommendations for changes and enhancements.
- Manages and ensures related costs are contained within budget.
- Maintains strong communication with other university advancement staff to ensure coordinated approach to fundraising.
- Serves as a mentor to students and volunteers.
- Contributes actively to a positive, pleasant and professional work environment.
- Other duties as assigned by the Director of Development and the VP of Institutional Advancement.

**USF WAY:**

University of Saint Francis (USF) employees demonstrate a commitment to the University's mission and support of its Catholic and Franciscan traditions. Employees provide the intellect, empathy, and ability to serve our students and community. The USF Way of serving is a source of pride for many employees. To provide a consistently high level of quality experience across our university, we provide the following service expectations for all employees. These standards have been tailored by position and responsibilities and are incorporated into performance evaluations.

Standard #1: Provide opportunities for deeper conversations, prayer, and reflection.

Standard #2: Utilize best practices in communication and service.

- a) Apply care to your words and deeds to ensure respect for others.
- b) Commit to follow through without exception and with quality.
- c) Offer additional assistance after serving as in, "How else may I assist you?"
- d) Respond promptly, whether in person, via phone, or email.

Standard #3: Recognize and celebrate milestones and achievements.

Standard #4: Use resources wisely and support green initiatives.

**MINIMUM QUALIFICATIONS:****Education**

- Bachelor's degree required

**Preferred Experience**

- Three or more years fundraising experience preferably in the non-profit sector/higher education in the areas of institutional advancement or alumni affairs.
- Experience in direct marketing and managing a complex database strongly preferred.

**Knowledge and Skills**

- Must possess knowledge of fundraising principles and practices and maintain a professional, polished demeanor.
- Detail-oriented, with strong organizational, analytical, and planning skills.
- Aptitude for the management and effective use of information systems in support of a development program.
- Initiative and independence in carrying out responsibilities.
- Excellent organization skills with an ability to prioritize and manage multiple tasks and a variety of demands.
- Strong self-motivation and the ability to work as a team member.
- Commitment to maintain confidentiality and a high degree of accuracy in alumni & donor records.
- Must be able to work in an environment of constant demands and frequent interruptions.
- Must have reliable transportation.
- Demonstrated ability to work accurately and effectively with computerized data systems (PC and mainframe). Proficiency and experience with information technology and basic accounting principles.
- Demonstrated ability to work effectively with people of diverse backgrounds and promote a positive working environment, spirit of cooperation and positive reactions to change and conflict resolution.
- Demonstrated excellent interpersonal, communication and presentation skills, both written and oral which transcend diverse audiences.
- Demonstrated ability to communicate effectively and relate well to students, parents, faculty, staff, and others while maintaining appropriate confidentiality.

- Demonstrated motivational and problem-solving capabilities with a high degree of integrity, ethics, and dedication to the mission of the University.
- Must be able to work an irregular schedule, evenings, or weekends, as needed, additional hours during peak times or as required.