

# CLASSIFICATION SPECIFICATION

## Alumni and Annual Giving Officer

FT/PT Class Code: 3143, 3643

Pay Grade: B/C 17

FLSA: Exempt

Est. 12/10/21

**SUMMARY STATEMENT:** An incumbent is responsible for identifying, soliciting, and securing sponsorships for campus fundraising events, implementing annual giving appeals, and coordinating alumni communication and engagement initiatives.

### **NATURE AND SCOPE:**

An incumbent reports to the director of alumni and annual giving. The incumbent collaborates with the vice president for institutional effectiveness and development, vice president and campus directors, director of alumni and annual giving, Campus Development Councils, Collegewide Alumni Board of Directors, donors, alumni, students, and College personnel to solicit and secure sponsorships for fundraising events, implement annual giving strategies, and coordinate alumni communication and engagement initiatives.

### **PRINCIPAL ACCOUNTABILITIES:**

***An incumbent may perform any combination of the below listed accountabilities:***

1. Identifies, solicits, and secures sponsorships for all collegewide and campus fundraising events. Serves as primary contact for event sponsors regarding sponsorship details and benefits. Collaborates with the vice president for institutional effectiveness and development, vice president and campus directors, director of alumni and annual giving, campus development councils, and other College personnel to streamline sponsorship requests across campuses and grow campus-based events attendees and sponsors into returning donors. Collaborates with campus fundraising event committees to coordinate development of collateral, sponsor-related communication, recognition, and attendance details.
2. Creates collateral for annual giving appeals to include direct mail materials, email copy, crowdfunding web pages, and employee giving materials. Compiles and analyzes donor and gift data reports to inform future decisions and to improve annual giving results. Collaborates with the Development Services department to develop targeted mailing lists for annual appeals.
3. Coordinates alumni communication, activities, and other initiatives to enhance alumni engagement and giving. Compiles and analyzes alumni data reports to inform decision making and improve outcomes. Researches individual alumni accomplishments and collaborates with the director of alumni and annual giving and the Strategic Communication and Marketing division to promote their success and raise overall awareness of the positive impact of Delaware Tech alumni in the community.
4. Creates and updates donor records and posts gift entries in the donor database in accordance with College guidelines.

### **PRINCIPAL ACCOUNTABILITIES, cont'd:**

5. Serves as a resource to the Collegewide Alumni Board of Directors and to the campus alumni chapters. Collaborates with the director of alumni and annual giving to develop and post meeting materials. Prepares and distributes Collegewide Alumni Board meeting agendas and minutes.
6. Creates and maintains online payment pages for collegewide and campus annual giving and fundraising events.
7. Performs other related duties as required.

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- ◇ Knowledge of fundraising strategies and techniques.
- ◇ Knowledge of database software including Raisers Edge.
- ◇ Knowledge of word processing and spreadsheet software.
- ◇ Knowledge of the mission of Delaware Technical Community College.
- ◇ Strong writing, organizational, and analytical skills.
- ◇ Excellent interpersonal and communication skills.
- ◇ Extensive experience in soliciting sponsors for fundraising events.
- ◇ Skill in recording and compiling information accurately. Ability to effectively communicate in both oral and written form.
- ◇ Ability to effectively communicate and relate to a diverse population in a multicultural environment.
- ◇ Ability to work independently and also collaboratively as part of a diverse group.

### **MINIMUM QUALIFICATIONS:**

- ◇ Bachelor's degree in a relevant field and four (4) years of relevant experience; or other equivalent combination of education and experience.