

CLASSIFICATION SPECIFICATION

Director of Alumni and Annual Giving

FT/PT Class Code: 3133, 3633 Pay Grade: B/C 22 FLSA: Exempt Est. 03/19/19

SUMMARY STATEMENT: An incumbent is responsible for developing and implementing strategic alumni relations and annual giving programs that build and strengthen relationships among the College and its graduates, prospective donors and friends to maximize alumni and donor interest in, and engagement with, the College.

NATURE AND SCOPE:

An incumbent in this position reports to the vice president for institutional effectiveness and development. The incumbent will provide administrative oversight for executing annual giving appeals, engaging alumni, and securing event sponsorships through targeted communication strategies and creative initiatives. Typical contacts include vice presidents, development staff, administrators, faculty, staff, and Campus Development Council members, as well as alumni, prospective donors, existing donors, and a broad spectrum of senior management officials at private corporations and foundations.

PRINCIPAL ACCOUNTABILITIES:

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

1. Designs and implements activities and initiatives to engage alumni in volunteering, annual giving, and events.
2. Develops and implements an alumni communication plan to include: press releases, Delaware Tech Magazine articles, quarterly alumni e-newsletters, social media posts, and website content.
3. Serves as the primary resource for the Alumni Association Board of Directors, including organizing its meetings and activities.
4. Manages and executes the annual Distinguished Alumni Award for all campuses.
5. Develops and implements a strategic annual giving program that includes direct mail, email, crowdfunding, social media, and face-to-face meetings to engage target audiences and expand the donor base and increase gifts.
6. Develops and provides oversight for annual planning goals, strategies, fundraising targets and assessment related to annual giving and campus fundraising events by utilizing fundraising and donor data.
7. Collaborates with major gifts and planning staff to identify annual donors for cultivation at enhanced levels.
8. Oversees the strategy and execution of sponsorship solicitations for campus fundraising events by working in collaboration with the vice president and campus directors.

PRINCIPAL ACCOUNTABILITIES, cont'd:

9. Provides leadership for the annual Employee Giving Campaign to include identification and training of campus volunteers and preparation of related materials and reports.
10. Collaborates with development services staff to produce alumni, prospective donor, and gift reports, as well as alumni and donor relations collateral.
11. Serves on cultivation/stewardship teams as needed with senior leaders and development staff to continually enhance donor relations.
12. Assists designated vice president and campus director as needed with hosting prospects and donors.
13. Performs other related duties as required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- ◇ Knowledge of the community in the area surrounding the assigned campus location.
- ◇ Knowledge of fundraising strategies and techniques.
- ◇ Knowledge of tax benefits associated with various forms of charitable gifts including cash donations, land donations, charitable gift annuities, and charitable remainder unitrusts.
- ◇ Knowledge of non-profit law.
- ◇ Knowledge of word processing, spreadsheet, and database management software.
- ◇ Skill in developing and conducting presentations.
- ◇ Excellent interpersonal and communication skills.
- ◇ Strong writing, organizational, and analytical skills.
- ◇ Knowledge of College policies and procedures.
- ◇ Ability to effectively communicate in both oral and written form.
- ◇ Ability to effectively communicate and relate to a diverse population in a multicultural environment.

MINIMUM QUALIFICATIONS:

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