

# CLASSIFICATION SPECIFICATION

## Director of Development

FT/PT Class Code: 3083, 3583      Pay Grade: B/C 22      FLSA: Exempt      Rev. 06/01/14

**SUMMARY STATEMENT:** An incumbent is responsible for managing all aspects of campus development operations: executing development activities, identifying donor prospects, developing and cultivating external relationships, and generating annual, major, and planned gifts for the campus/College. This position serves as a liaison among the Vice President and Campus Director, the Associate Vice President for Development, the Campus Development Council, and the community.

### NATURE AND SCOPE:

An incumbent in this position reports to the Vice President and Campus Director and, through the matrix governance structure, to the Associate Vice President for Development. Reporting to this position are the Campus Development Coordinator and Administrative Specialist. The incumbent is responsible for utilizing and analyzing a variety of data and methods to identify and qualify prospects. The incumbent develops and implements strategies to cultivate, solicit, and steward donors and event sponsors. The incumbent also creates and executes a comprehensive plan to raise funds through a variety of sources to meet the specific, identified needs of the campus and the College. Typical internal contacts include the Vice President and Campus Director, development council members, senior management at the campuses and executive staff at the Office of the President. Typical external contacts include prospective donors, major donors, volunteers, and a broad spectrum of senior management officials at private corporations, State agencies, community boards and foundations.

### PRINCIPAL ACCOUNTABILITIES:

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

1. Manages and provides administrative oversight of the campus development division which includes all aspects of development activities, donor/prospect records, donor recognition and stewardship.
2. Serves as development liaison for the Campus and the Vice President and Campus Director, identifying, organizing, scheduling and conducting prospecting and cultivating opportunities. Identifies individuals and groups with the capacity to give, analyzes prospect information, and plans and executes solicitations to secure gifts.
3. Cultivates donor prospects through researching and qualifying the prospect and strategizing and implementing individual, customized communication plans. Identifies and convenes groups of donors with common interests to jointly fund a need. Prepares the Vice President and Campus Director, administrators, and other College personnel for campus prospect tours, including planning and facilitating donor prospect visits with campus officials.
4. Establishes relationships with donor prospects through identifying and facilitating appropriate participation in campus activities. Explains methods of giving, informs prospects of unmet needs, and refines the cultivation plan based on previous communications and information provided.

**PRINCIPAL ACCOUNTABILITIES, cont'd:**

5. Secures annual, major and planned gifts in collaboration with key individuals such as the Vice President and Campus Director and Development Council members. Executes the request and follows up on response.
6. In collaboration with the Vice President and Campus Director, Associate Vice President for Development and Campus Development Council, develops and implements annual and long-term strategic development goals and financial targets that align with College and Campus priorities. Sets appropriate benchmarks, analyzes effectiveness of development efforts, and uses data to implement improvement goals/actions.
7. At the direction of, and in collaboration with, the Associate Vice President for Development, supports Collegewide assigned initiatives such as annual campaigns, major gift campaigns, and planned gift initiatives. Serves as a member of the Collegewide Development Committee, including in the capacity of operational leader for special projects as assigned.
8. Recognizes donors by ensuring donor preferences are applied, generating letters, arranging personal visits with key College personnel, and updating the donor regarding the impact of the gift(s).
9. In collaboration with the donor and Office of the President Finance, Legal and Development divisions, creates donor agreements which contain criteria for how contributions are to be used. Ensures endowed funds are awarded accurately and according to donor intent. Serves as a member of the Campus Scholarship Committee to award donor-sponsored scholarships.
10. Establishes and maintains relationships with businesses, families, foundations, individuals and organizations.
11. Establishes and maintains credibility with donor prospects through representing the College in the financial advisor community and high net worth individual circles. Promotes Delaware Tech and the Educational Foundation to prospects and donors.
12. Pursues other fundraising initiatives as deemed appropriate and assigned by the Vice President and Campus Director.
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.