

## Department of Human Resources

### HOOD COLLEGE

#### Job Description

**Job Title:** Director of Advancement Services and Donor Relations  
**Department:** Advancement Services  
**Division:** Institutional Advancement  
**Reports To:** Vice President for Institutional Advancement  
**FLSA Status:** Manager/Senior Associate, Full-time, Grade 6  
**Salary Range:**  
**Prepared By:**  
**Prepared Date:**  
**Approved By:**  
**Approved Date:**

#### SUMMARY

Under the supervision of the Vice President for Institutional Advancement, the qualified individual directs and oversees the day-to-day management of all aspects of the development and alumni institutional database and information services; assure high standards of quality, consistency, and accuracy of alumni and development-related information; and comply with gift administration/tax policies and regulations. The director maintains close contact with key members of development and alumni staff; provides leadership and manages all advancement services, including biographical maintenance, data extraction and reporting, production services, prospect research, stewardship and scholarship programs; and serves as the primary conduit of all internal and external gift information.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

#### *Management of the Office of Advancement Services – 25%*

- Supervises the staff responsible for biographical records management, gift records management, production, prospect research, stewardship, and scholarship programs; plans the workload and supervises the daily operations of the office.
- Manages project schedule: coordinates information requests, evaluating and prioritizing such requests through frequent discussions with department staff; coordinates data entry and maintenance projects with appropriate staff; informs user community of changes in policies, procedures, and data locations within the database.
- Sets goals and plans programs for Advancement Services; plans and administers the department budget; establishes work standards; hires, trains, supervises, and evaluates staff.
- Coordinates a wide variety of support and administrative services for all programs in the Institutional Advancement division, including centralized gift and pledge processing, generation of receipts and acknowledgments, biographical data maintenance, production and mailing services, creation and maintenance of standard reports.

- In conjunction with department staff, develops, documents and reviews administrative and technical policies and procedures.
- As necessary, establishes campaign tracking protocols and ensures adherence to reporting standards.
- Initiates and maintains Council for Aid to Education (CAE) reporting structure and process.
- Maintains familiarity with data sources, including other College offices such as Registrar, Admissions, academic departments and programs, and athletics as well as external resources such as web-based search engines, professional search services, NCOA and U.S. Postal Service.
- Facilitates effective communications and relationships with the College's external constituencies by assuring high standards of quality, consistency, and accuracy of all data.
- Manages department budget for Advancement Services.
- Creates and maintains policies and procedures for all aspects of Advancement Services.
- Ensures adherence to internal policies and procedures relating to receipt and deposit of gifts, and the creation and maintenance of accurate biographic records to minimize fund-raising revenue losses.
- Ensures adherence to industry standards relating to data security, gift receipts and acknowledgments.

#### ***Database Administration and Analysis – 20%***

- Serves as campus resident expert on Millennium.
- Monitors day-to-day operation of the data system, establishes user security, maintains support tables, and performs necessary technical adjustments and updates.
- Develops and conducts on-going educational programs for staff.
- Develops and documents standard reports for staff use.
- Serves as liaison with campus technical support reviewing all requests for assistance.
- Establishes and maintains electronic bridges to and from other campus data systems such as registration, admissions, financial aid, and accounting.
- Serves as liaison with vendor accepting new releases and solving problems.
- Maintains contact with other Millennium users through listserv and user group meetings.

#### ***Planning and Support of Division Programs – 20%***

##### ***Alumnae and Alumni Relations***

- Establishes and maintains geographic cluster definitions for alumni.
- Maintains email addresses for electronic newsletters.
- Oversees all event entry for division functions and Reunion Weekend.
- In conjunction with Information Technology and Marketing and Communications, prepares launch of Hood College on-line alumni directory.

##### ***Annual Giving***

- Oversees creation and maintenance of annual solicitation segments.
- Oversees maintenance of local, regional and national business and foundation contacts.
- Facilitates use of demographic screening results and proprietary applications purchased from outside vendors.

- Oversees prospect tracking.
- Oversees mailing of planned giving marketing materials.

***Development and Support of Stewardship Programs – 25%***

- Assures the production annual summary letters to fund contacts through communication with Financial Aid, Provost's Office, and Accounting Office, and communication with student recipients.
- Assures the availability of all data necessary to plan and conduct an annual event for fund donors and contacts and fund recipients.
- Maintains Millennium data on scholarship contacts, student recipients, annual awards, market values, and changes to award criteria.
- Maintains paper files on all scholarships, including original agreements.
- Oversees production of fund profiles – identifying contacts and prioritizing schedule, conducting interviews, approving text, formatting, printing, and distribution.
- Assists with production of annual book of funds – scholarships, prizes, lectures, etc.
- Produces data for annual year-end honor roll of donors.
- Develops means to produce highly personalized acknowledgments.

***Support of Other College Programs and Initiatives – 10%***

- Supports major campus events by creating invitation lists and tracking event attendance.
- Coordinates mailing of annual president's holiday card to campus employees, donors, volunteers, selected friends, other college presidents, admitted students and campus neighbors.
- Maintains mailing lists for academic department general mailings such as recent graduate surveys.

***Development of Creative Uses for Emerging Technology –5%***

- Maintains awareness and knowledge of new technologies.
- Offers suggestions on incorporating such technologies into current programs.