
Title: Assistant Director of Annual Giving

Work Schedule: Monday-Friday
Hours are variable.
Exempt

Department: Alumni & Development

Updated: 04/09

The Assistant Director of Annual Giving will work closely with the development and alumni relations team. Individual will have primary responsibility for overseeing the calling center (30%), for growing and strengthening the Young Alumni giving program (40%), and for coordinating and improving the Senior Class Gift (30%).

To be successful in this position, it is important to pay close attention to detail and to be very organized. Timing is an integral part of the annual fund and deadlines must be met.

Essential Job Functions:

In his/her oversight of the calling center, the Assistant Director will

- Work closely with shift leaders. These experienced callers will provide valuable help and insight for both training and day to day operations.
- In conjunction with shift leaders, assign callers to teams based on their ability to capture gifts. Continually evaluate callers and set goals for teams and individuals. Run contests and keep the calling center lively but productive.
- Recruit and hire student callers. Students will need to be notified of the opportunity and encouraged to apply. Applications must be reviewed and interviews conducted.
- Train student callers. Training will ensure callers are familiar with the calling software and the various segments to be called. In addition, callers will be trained to follow a progression during the call, ask for upgrades on previous gifts, make three attempts to get a gift, and use rebuttals to overcome objections.
- Develop a schedule with student callers to keep the call center working at full capacity.
- Report to Annual Fund Director each day to summarize calling results. Use statistical data to analyze the program and recommend strategies for continual improvement of phoning.
- Oversee phonathon training and be present during calling shifts for the first two weeks of phonathon, which are the first two weeks of September.
- If at any time the Annual Fund Director feels that phonathon needs more attention, the Assistant Director may be asked to be present for all calling shifts in the evenings. This will certainly be necessary during training and the beginning of phonathon, but should not be required for an extended period.

Related to his/her duties managing the phonathon, the Assistant Director will also

- Play an integral role in developing the Annual Fund plan and setting goals.
- Assist in segmenting and scripting for phonathon.
- Work with the direct mail coordinator to make sure mailing and phoning are timed appropriately.
- Assure adequate completion rates for all calling segments.
- Create and facilitate email solicitations and follow ups to calls.

The Assistant Director will manage the Young Alumni Giving Campaign. He/she will

- Develop and implement strategies to increase and acquire annual giving participation for graduates of the past decade.
- Identify and solicit young alumni for the Centre Associates.
- Educate young alumni and current students about the importance of philanthropy, especially annual giving.
- Plan and oversee the 5th year Reunion gift campaign. Recruit a committee of volunteers to help with solicitation and attendance. Set and achieve participation and dollar goals for this reunion class.
- Work with the Alumni Director and the database manager to create strategies for maintaining contact information for young alumni.
- Coordinate with the Alumni Director to identify the best areas for hosting young alumni events. Attendance at some of these events will be required.
- Recommend activities and help plan programs to engage young alumni with the College and to cultivate a relationship with the best young prospects.

With regard to the Senior Class Gift program, the Assistant Director will meet or exceed the goals established at the beginning of the program.

- Maximize the number of Honor Walk participants who also make a gift.
- Achieve an established monetary goal for the senior class gift.
- A committee of at least five seniors will be formed to sign letters, send emails, and encourage their classmates to make gifts.
- The gift drive will begin in September with a goal of making an announcement about the class gift during Homecoming.
- Increase participation in the Honor Walk.
- Create and execute a marketing plan to increase student awareness about annual giving.

In addition to the class gift, the Associate Director will plan the Honor Walk kick-off event and ceremony. He/she will also plan “Dessert with the Roush’s and record senior comments for President Roush.

This position is an integral part of the Annual Fund team. As such, it will be necessary to contribute to the overall success of the department by performing all other essential duties and responsibilities as assigned.

Entry Requirements:

Education and Experience

College degree required. Previous development experience is a plus. Previous experience with phonathon is preferred.

Knowledge and Skills

Word Processing (Microsoft Office), Excel, and web skills. Excellent spelling and grammar usage necessary.

Ability to manage time to accommodate multiple projects from various sources.

Ability to work with various constituents of the College and those outside Centre's community in relation to special programs.

Physical Requirements:

Limited pushing, pulling, lifting. Lifting would not exceed 20 lbs. Mobility on campus necessary.