

Gonzaga University
Program Manager, Annual Campaign
Job Description

JOB PURPOSE:

As a member of the Annual Campaign staff in the Office of University Relations, the Program Manager is responsible for managing Gonzaga's Telefund and Reunion Giving programs.

This position will work closely with the Director of Gonzaga's Annual Campaign, as well as collaborate with the rest of the development team, to carry out the strategies to achieve development goals and objectives.

ESSENTIAL FUNCTIONS:

Manage Telefund Program (70% of time)

The Annual Campaign Program Manager will be responsible for the overall management of Gonzaga's Call Center that raises \$800,000+ annually and contacts more than 30,000 alumni, parents and friends annually. This position will manage a staff of student fundraisers in an effort to build relationships, maintain records and raise funds to support Gonzaga University. Specifically, this position is responsible for the following:

Recruit, Interview & Hire Student Callers

- Implement and carry out a program to recruit, interview and hire a fundraising team of nearly 25 student callers and student supervisors in an effort to achieve goals.
- Develop creative marketing strategies to recruit potential callers, conduct interview sessions to hire new student callers. Oversee the completion of all student personnel files for employment.

Educate and Train New and Current Student Callers

- The Annual Giving Program Manager will be personally responsible for training all new student callers, utilizing a highly-educational and interactive training program to prepare students for calling responsibilities.
- Create and conduct an ongoing caller training program for existing callers to enhance their communication abilities and improve their overall performance in the Call Center.

Prepare Calling Sessions

- Prepare calling segments, utilizing the Banner database
- Prepare calling pools, utilizing the Ruffalo Cody Campus Call software
- Create calling assignments, making decisions about which callers to assign prospects.

Manage Calling Sessions

- Attend and provide oversight of all calling sessions, lead announcements, share goals for the night and motivate callers and supervisors toward accomplishment of their nightly goals.

- Monitor nightly statistics and performance, providing evaluation and feedback and appropriate
- Participate in regular Telefund staff meetings to address caller personnel
- Maintain a safe work environment for all and insure that the policies and procedures of the Telefund are followed.

Implement Effective Student Caller Retention Program

- Develop a program to greatly enhance the retention rates of the Telefund student callers and supervisors, using proven training techniques, incentives and effective management abilities.
- Lead efforts to motivate, inspire and engage student callers in the life of the Telefund Program and Gonzaga University to make it an enjoyable and rewarding place to work.

Manage Reunion Giving Program (20% of time)

This position will also direct six reunion gift campaigns for undergraduate alumni celebrating their 10th, 20th, 25th, 30th, 40th and 50th reunions, developing fundraising goals and strategies to realize both leadership gifts and extensive class participation. Specifically, the Annual Giving Program Manager will be responsible for the following:

- Manage the reunion solicitation schedule in conjunction with Alumni Office mailings.
- Work with the Assoc. Director of Development Marketing on general copy for solicitations and reunion giving marketing material for alumni and development field officers for use in their visits and events.
- Update reunion websites as needed in conjunction with alumni office
- Work with class teams to integrate reunion giving messaging in programming of reunion events (donor social, giving messaging at dinners, coordinate scholarship recipients attendance).

Other Duties (10% of time)

This position will also be responsible to perform other duties as assigned by the Director of the Annual Campaign, which may include new emerging projects for Gonzaga University. Attend all Annual Campaign project/strategy review sessions and University Relations' staff meetings.

Meet or exceed the fundraising goals of each assigned program, including dollars raised, donors solicited, alumni undergraduate participation, or applicable quantitative goals as defined by the nature of the program.

Assist Annual Campaign Director in preparing detailed quarterly analysis, annual operating plan, and five-year strategic plan for the department, including goals, timetables and budgets. Assist Annual Campaign Director in budget management and analysis.

Constantly seek to enhance and improve quality of assigned programs, and provide leadership and vision to the department.

Effectively handle donor questions and concerns, while maintaining confidentiality at all times.

Perform other duties as assigned in support of Gonzaga's mission.

WORK HOURS:

Academic Year (Sep-Nov; Jan-Apr):

Mon-Thurs – 12:30pm-9:30pm

Friday – 8:00-5:00pm

Non Academic Year (Summer and Christmas/Spring break):

Mon-Fri – 8:00am-5:00pm

MINIMUM QUALIFICATIONS

Bachelor's degree

Demonstrate effectiveness and genuine warmth in contacts with others, motivating personality, positive attitude, at ease speaking with many people of various backgrounds, comfortable and confident asking people for money, and knowledgeable about activities/events occurring at the University.

Excellent verbal and written communication skills

Energetic and motivated self-starter with strong organizational skills and the ability to meet tight deadlines

Must have the capacity to lead and mentor staff and student employees in a team environment.

Ability to recognize and maintain security of confidential information.

Excellent analytical skills to anticipate/identify issues; compare data to multi source sets of information to draw conclusions, develop goals/plans for resolution and implementation.

Ability to translate plans into action and to meet objectives, prepare reports of results.

Ability to work independently and as part of a team.

Valid driver's license (as needed to perform personal visits/solicitation calls) and ability to travel as needed

Working knowledge of and experience with relational databases, spreadsheets and word processing applications

PREFERRED QUALIFICATIONS

Gonzaga graduate

Master's Degree

Technical understanding of SCT Banner and automated telemarketing software program, Campus Call, or other integrated fund-raising software systems preferred.

Demonstrated experience in the application and implementation of telemarketing practices in annual fundraising in a higher education/non-profit environment preferred.

Experience in conceptualizing, writing, producing and evaluating scripts, telemarketing messages, and market segmentation analysis and strategy formulation to increase the volume of gifts.

Demonstrated experience in annual giving program management.

Demonstrated skill and experience to independently plan, coordinate, and manage multiple targeted telemarketing initiatives and specialized/customized telemarketing programs for highly segmented populations with the goal and strategies to acquire, retain and upgrade donors.

Ability to analyze data from a wide variety of sources and present statistical information in an understandable, appropriate format.

PHYSICAL QUALIFICATIONS

Normal office work requires the ability to lift up to 20 pounds, reach, bend, kneel, stoop, sit and move about campus as needed. Wrist and hand movements required for keyboarding. Ability to work varied hours as needed. Ability to travel by car or air on monthly basis as needed. Ability to be mobile campus wide for appropriate business needs.

SUPERVISION GIVEN/RECEIVED

Position reports to Annual Campaign Director. Must have the ability to prioritize and meet deadlines for Annual Giving programs. Expected to work independently, utilizing professional discretion and judgment.