

**Simon Fraser University  
Administrative and Professional Staff Association  
Position Description**

**A. Identification**

Position Number:

Position Title: Director, Annual Giving  
Name of Employee:  
Department: University Advancement  
Position Reports to: Vice President, Advancement  
Revision Prepared by: Cathy Daminato, VP Advancement  
Date: February 25, 2004

**B. Position Summary**

Reporting to the VP Advancement, the Director, Annual Giving is responsible for the direction and management of SFU's annual fundraising programs to alumni, faculty, staff, parents, students, corporations and friends. The Director is responsible for the development, implementation and coordination of a comprehensive annual giving program for gifts from \$1 to \$10,000 (\$25,000 cumulative). The program includes direct mail, phone, and personalized asks for annual leadership gifts. The Director provides leadership to unit staff and volunteers to ensure the effective implementation of all programs. The Director ensures timely and appropriate donor recognition and stewardship for annual fund donors. In addition, the Director, Annual Giving, is a member of the senior management team that determines strategic and management plans for University Advancement at SFU.

**C. Duties and Responsibilities**

**Fundraising program development and implementation:**

- Responsible for the development of a three year SFU annual giving program with clear targets and new strategies to respond to areas identified as requiring development from the University Advancement strategic plan.
- Provides strategic direction to unit staff and volunteers as appropriate to ensure goals are met for all annual giving programs including cultivation, solicitation, recognition, and stewardship programs for the Alumni Annual Appeal, the Campus Community Campaign, the President's Club, and the Thelma Finlayson Society.
- Responsible for the identification, cultivation, solicitation, recognition and stewardship of annual leadership gifts (\$1,000 - \$10,000, \$25,000 cumulative). Working with the Director of Development, and Associate Director, Events & Ceremonies, ensures membership benefits to the President's Club and Thelma Finlayson Society are provided annually and ensures an active and engaging communication and stewardship program.
- Manages a personal portfolio of annual gift prospects of individuals, community groups and associations.
- Develops, evaluates, and recommends new annual giving programs for SFU including parents programs and student campaigns such as senior class gifts.
- Develops and evaluates strategies to enhance the acquisition, renewal and upgraded gift levels of annual giving prospects and donors.
- Develops, manages, evaluates and recommends strategies to achieve SFU's goals for alumni support as measured by Maclean's magazine.
- Develops strategies to broaden the base of annual support by increasing participation from current constituencies and targeting new constituencies.

- Provides direction and expertise to Dean's, Directors, and other Advancement office staff on fund-raising strategies for gifts below \$10,000.
- Recruits, trains, directs and stewards senior level staff and volunteers to participate in annual fundraising programs and activities.
- Develops proposals and fundraising materials for solicitation of annual giving prospects and donors.
- Provides direction and leadership to improve and expand SFU's phone solicitation system and strategies.
- Ensures that donors are acknowledged for their contributions in a timely and appropriate manner. Plans, implements and directs donor recognition and stewardship strategies for all annual donors up to \$1,000.

**Administration and Finance:**

- Manages and directs annual giving staff to analyze and determine the effectiveness of fundraising programs (e.g. funds raised, participation rates, pledge fulfillment, renewal acquisition rates, average gifts and donor upgrading, and multi-year comparisons.)
- Reviews and analyzes annual giving results. Explores and recommends new giving revenue sources/opportunities for future implementation.
- Responsible for the annual giving budget.
- Ensures annual fundraising programs adhere to the provisions of the Freedom of Information and Protection of Privacy legislation, and SFU policies and procedures.

**D. Decision Making**

Develops and recommends strategic and management plans, including priorities, policies, procedures and budget requirements, for achievement of mutually agreed upon goals for Annual Giving Programs.

Determines staff and volunteer requirements for the Annual Giving Program; hires staff, provides or directs staff training, evaluates staff performance and provides recognition or initiates corrective action, participates in the grievance process as applicable, and approves leaves of absence, etc .

Contributes to the overall strategic plan for University Advancement as a member of the senior management team.

**E. Refers Decisions**

Final approval for Annual Giving strategies, budgets, goals and policies to VP University Advancement.

Recommendations for new annual giving programs subject to approval of VP University Advancement.

**F. Supervision Exercised**

Number of employees reporting directly to the position.

1

Total number of employees for whom the position has direct responsibility. 1

Note: Also directly or indirectly supervises temporary CUPE staff and volunteers and directs and coordinates staff and volunteers in other SFU faculties and departments involved in annual giving activities.

### **G. Supervision Received**

Works under administrative direction of the VP University Advancement.

### **H. Unusual Working Conditions**

Flexibility in work hours is required to be available for evening and weekend work with volunteers.

### **I. Entrance Qualifications**

Bachelor's degree or an acceptable combination of education, training and experience.

Five years of related experience in annual giving which includes experience in strategic planning, project management, direct mail, telefundraising campaigns, marketing, donor relations/stewardship, and working with senior level staff and volunteers.

Excellent oral and written communication skills.

Proven ability to independently set and accomplish goals and establish priorities with minimal direction.

Excellent leadership, teamwork and interpersonal skills including hiring, training, directing and motivating staff and volunteers.

Skilled in program planning and evaluation, including planning and implementing complex and time sensitive projects with a proven ability to meet deadlines.

Excellent organizational ability and ability to work on a number of different initiatives concurrently.

Demonstrated ability to identify and successfully solicit prospects and volunteers for fundraising or service activities.

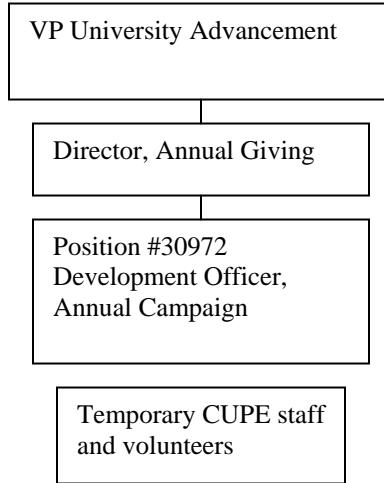
Ability to work effectively in a fast paced environment exercising mature judgment and a high level of diplomacy and discretion.

Understanding of and respect for the values and culture of a university environment.

Competent working with computer-based records systems, using word processing and database applications, conducting basic research and statistical/data analysis

Good financial management and administration skills.

**J. Organizational Relationships:**



**K. Approvals:**

Incumbents Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisors Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Next  
Administrative Level: \_\_\_\_\_ Date: \_\_\_\_\_