

**UNIVERSITY OF CALIFORNIA, IRVINE
MANAGEMENT & SENIOR PROFESSIONALS PROGRAM
JOB DESCRIPTION**

NAME: TBH

DEPT: Alumni Relations

TITLE: Director of Development, Annual Giving (MSP I)

% OF TIME: 100

SUPERVISOR'S NAME: _____

BASIC FUNCTION

Under the general direction of the Assistant Vice Chancellor of Alumni Relations, the Director of Development, Annual Giving will be responsible for planning, implementing and evaluating a comprehensive annual giving program, which includes: telephone program, direct mail, e-giving, restricted campaigns and personal solicitations. The director will provide leadership and direction to an outside consultant responsible for managing a telephone solicitation program. The Director oversees and participates in the identification, cultivation, solicitation and stewardship of individuals for gifts in support of campus-wide programs and prospect identification. Utilizing telemarketing, direct mail, Web capabilities, and face-to-face solicitations this position is responsible for securing annual donations from alumni, friends, parents and students of University of California, Irvine.

RESPONSIBILITIES

Create, implement and evaluate a comprehensive multi-year annual giving program that take into account the need to engage new donors, inspire alumni participation and encourage campus-wide involvement.

Responsible for the implementation of the annual giving plan of operation with specific focus on developing philanthropic support from individuals such as alumni, parents, faculty, staff and friends to help meet the goals and priorities of UCI.

Serve as chief annual giving officer for the university by building strong working relationships and partnerships with the unit development officers. Create plans to support school/unit goals and objectives through the annual giving program.

Provide leadership to and management of telephone outreach program vendor responsible for the day-to-day operation of UCI's phone-a-thon program. Serve as primary interface and liaison with the external operating vendor to ensure university and schools/units priorities are being supported by the telephone outreach program efforts.

Create an effective pipeline of annual donors to provide a steady flow of prospects, donors and volunteers to higher levels of giving. This includes developing strategies to create, direct and manage the annual giving program to support the university's mission and campaigns.

Oversee the planning, execution and evaluation the university's annual giving activities and programs to ensure appropriate cultivation, solicitation and stewardship strategies are implemented and that fund-raising goals are achieved. Monitor and evaluate program effectiveness and make recommendations for continued development and improvement.

Manage a portfolio of 25-30 prospects. Develop face-to-face cultivation, solicitation and stewardship strategies for annual donors identified through the annual giving pipeline.

In collaboration with the Director of Development for the Chancellor's Club, plan, execute and evaluate annual solicitations of individual donors at the \$1,500 to \$5,000 giving levels.

Provide leadership to the development team related to annual giving strategies, tactics and plans.

Develop, direct and organize direct mail campaigns with specific marketing themes and timelines so as to effectively solicit annual gifts from alumni, parents, faculty/staff and friends.

Insure that all components of the annual giving program are integrated.

Work in collaboration with Advancement Information Technology staff to develop and design the technical structure and deliverance mechanism for e-giving solicitations.

Oversee tracking and analysis of all direct mail solicitation results. Study and implement new marketing techniques to improve overall annual giving results.

Working with the appropriate development staff members, develop and implement strategies and tactics to qualify prospective major gift donors identified through annual giving programs.

Advise and train all development personnel regarding annual giving gift strategies and tactics.

Coordinate efforts with other development professionals in annual and major giving programs including active participation in solicitations as required.

Manage stewardship program for all annual giving donors. Identify events and activities for annual giving donors and volunteers.

Identify opportunities for annual giving prospects and donors to serve in meaningful volunteer roles when appropriate. Recommend candidates for the UCI Alumni Association, deans' advisory boards, campaign committees and other volunteer boards on the campus.

RELATIONSHIPS

Participates in the campus prospect management system, development officer forums and University Advancement planning meetings.

Manages one assistant director.

Advise, informs and works with the Vice Chancellor for University Advancement, Associate Vice Chancellor for University Advancement and directors of development campus-wide.

Maintains effective working relationships with other departments in University Advancement.

SCOPE

Is responsible for an operating budget of \$900,000.

Is responsible for compliance with all UCI policies and procedures including but not limited to solicitation and acceptance of gifts, alumni and support group policies and naming policies.

Is responsible for strategic planning and coordination with every unit on campus regarding annual giving programming.

QUALIFICATIONS

Skill in communicating persuasively, both orally and in writing, with different external constituencies about private fund-raising in general and in particular as it applies to unit directly supervised.

Ability to solve problems in a strategic and tactical manner.

Ability to be flexible in working independently as well as collaboratively with University Advancement and faculty and staff to achieve defined goals. Use initiative to organize and follow through with complex tasks to meet deadlines.

Skill to use a personal computer and computer software programs at the level of sophistication required for the development office.

Good judgment in making logical and sound decisions.

A bachelor's degree or equivalent experience is required.

A minimum of three to five years of progressively responsible development experience, preferably in higher education fund-raising, including a strong documented record of gift solicitation in the annual gift range.

Demonstrated knowledge of the theories, principles, practices and of fund-raising for higher education.

The ability to directly motivate, develop and educate professional and support staff.

Demonstrated ability to design, implement and evaluate a comprehensive nationwide program for annual gifts, establishing goals and objectives that translate into annual operating plans and appropriate staff assignments.

Ability to articulate the fund raising goals of the university to the public and establish relationships with members of the community.

Well organized, focused and goal-oriented.

Proven ability to inspire confidence, to motivate and to persuade.

The ability to work independently and as part of a team.

The ability to work effectively in a large, complex and dynamic organization.