

Market Title: Annual Giving Programs Intermediate Manager (26266)  
Working Title: Assistant Director of Annual Giving, Telefundraising Programs

Department: **Annual Giving, Office of University Development**  
Reports to: Associate Director of Annual Giving, Telefundraising Programs  
Supervises directly: 10-12 Telefund Student Managers, 100+ Student Fundraisers

Position summary: The Michigan Telefund call center is responsible for close to \$3 million in annual gifts and employs over 100 students. It is an automated center that calls on behalf of the University, its campuses and units. The assistant director provides leadership and management for Michigan's telemarketing program, including shift management, recruiting, training, & motivating student fundraisers, and progress reports. *Evening work is required in conjunction with calling shifts.*

Works with unit Associate Director and Annual Giving to plan and efficiently implement annual giving programs. Supervises student manager team and student fundraisers.

This position works in an environment dedicated to advancing the mission of OUD and of the university, and in building positive and meaningful relationships with co-workers and constituents.

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### **Office of University Development Mission**

The Office of University Development maximizes private support for the University of Michigan through high-quality collaboration with the development programs of schools, colleges, and units. We also provide fundraising leadership through the stimulation and facilitation of healthy, productive, and life-long relationships with our colleagues, alumni, friends, foundations, and corporations.

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### **Annual Giving Department Vision & Mission**

The vision of Annual Giving is to serve the University of Michigan, its schools, colleges, and units with the highest level of expertise and insight in our field.

Our mission is to *maximize private support and alumni participation* thus fulfilling the objectives of the University of Michigan by *championing the donor's interests* and *providing annual giving leadership* through the facilitation of a productive, collaborative environment with our constituents.

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### **Characteristic Duties and Responsibilities**

50% - Staff and Shift Management

- Actively promotes donor-centric approach to annual giving, including a goal of a positive experience for all called by the Telefund program.
  - Manages nightly calling shifts
    - Evaluates calling procedures to identify opportunities for improvement in process, efficiency, and accuracy
    - Develops and oversees the caller performance monitoring program
    - Maintain a professional, enjoyable and productive atmosphere.
  - Manages calling and management staff
    - Recruits, hires, and maintains a staff of 10-12 student managers
    - Coordinates nightly staff meetings, goals, strategies and announcements
    - Develops, implements, and enforces employee policies and procedures
    - Manages the day-to-day activities of the student managers
    - Establishes criteria for regular caller and manager performance reviews, evaluation, including promotion and termination when appropriate
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- Monitors staff levels to maintain optimal staffing (total staff and number per shift)
- Coordinates weekly student manager meetings
- Oversees training for student manager team
- Monitors caller activity - Listening to calls, communicating with student managers and callers, and providing feedback through individual performance coaching.
- Ongoing Activities
  - Takes an active role in training all new employees
  - Works to update training procedures as needed
  - Periodically reviews short- and long-term goals and re-evaluate overall productivity for the call center.
  - Coordinates programmatic sessions to determine effectiveness of caller performance, evaluations, incentive programs and all other aspects of call center efficiency
  - Develops and supervises a comprehensive incentives program and motivational activities to increase productivity for callers and supervisors
  - Forecast necessity for concentrated promotions to improve attendance and productivity
  - Develop team-building activities and employee recognition events

#### 30% - Phone Campaign Management

- Maintains interface with prospect database and calling software.
- Prepares calling materials, such as talking points and objection response, and other support materials.
- Segments and assigns calling pools.
- Monitors calling trends to assess effectiveness of current scripting strategies
- Develops tests to challenge current ask strategies
- Contacts unit representatives to secure guest speakers and current calling information
- Assists with the evaluation of technology (equipment, software, and hardware) to assess needs for upgrades, enhancements, or replacements.
- Manages special projects from both central and unit clients
- Works with the department management to develop and implement the telemarketing budget
- Works with RuffaloCODY CampusCall software to ensure callers have updated and accurate calling information
- Maintains knowledge of reporting and selection procedures
- Evaluates daily caller data entry to ensure and improve accuracy

#### 15% - Production Process

- Partners with other annual giving teams to plan, create, schedule, and evaluate productive, high-quality, cost-effective annual fund phone projects for units and university-wide initiatives.
- Conducts quality control checks on annual giving calls to help ensure units are well-represented in all calls.
- Working closely with Project Management team, monitors production process to ensure deadlines are met and project goals achieved.

#### 5% - Industry Knowledge

Proactively maintains knowledge of current trends in the Annual Giving and telefundraising fields.

This includes:

- Participating in peer networking opportunities
  - Participating in professional education opportunities
  - Monitoring of Annual Giving trade publications and websites
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**5% - Donor Stewardship**

Participates in the ongoing stewardship of donors utilizing a donor-centric approach. This includes:

- Responding to donor inquiries and concerns as appropriate
- Routing donor inquiries and concerns as appropriate
- Considering and applying methods for donor acknowledgement and education

**5% - Additional Duties**

- Assists with training and orientation of new staff members
- Completes other projects and duties as assigned

**Preferred Qualifications**

- Experience working with automated alumni calling programs.
  - Extensive knowledge of RuffaloCODY's CampusCall software.
  - Bachelor's degree in marketing, communications, journalism, or related field.
  - A history of innovative solutions to marketing challenges.
  - Experience working with telemarketing, internet marketing, statistical analysis, market research, annual budget planning, project management, print production.
  - Approximately 3 or more years of experience with annual giving or telemarketing.
  - Experience providing customer service in a high-pressure environment.
  - Excellent oral and written communications skills.
  - Working knowledge of personal computers, word processing, spreadsheets, and database software.
  - Careful attention to detail.
  - Experience in team environment and strong interpersonal skills.
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