



Director of Annual Giving

Department: Development

FLSA Status: Exempt

Grade/Level: N/A

Work Schedule: M-F; 8:30 a.m. to 5:00 p.m.; 12 months; Evenings and weekends as required.

Job Status: 1.0 FTE

Reports To: Executive Director of Major Gifts

Amount of Travel Required: Up to 10%

Positions Supervised: None

POSITION SUMMARY:

Working closely with Vice President and Executive Director of Major Gifts to lead planning, implementation, and management of programs that promote and increase annual giving dollars and participation from alumni, parents, and other friends of Austin College.

ESSENTIAL FUNCTIONS (Duties and Responsibilities):

Reasonable Accommodations Statement

Reasonable Accommodations may be made to enable qualified individuals with physical or mental disabilities that substantially limit one or more “major life activities” to perform the essential functions. Essential functions exclude Other Job Function Statement(s).

Essential Functions Statement(s)

- Manages all aspects of Austin College annual giving program by:
 - Working closely with Vice President, Executive Director of Major Gifts, and Director of Research to develop annual giving strategy and goals;
 - Leading development of annual fundraising strategies to attain dollar and alumni participation goals;
 - Managing collaboration with external partners and Institutional Marketing & Communications to develop content for and/or distribute mailers, e-mails, text messages, and digital advertising to alumni and other College supporters;
 - Developing targeted retention strategy for previous donors and acquisition strategy for prospective donors to be executed between Institutional Advancement, external partners, and Institutional Marketing & Communications;
 - Developing and executing strategy for Austin College Giving Day;
 - Developing strategy for Austin College’s Crimson & Gold Challenge;
 - Developing and executing strategy for Austin College’s participation in North Texas Giving Day;
- Directs peer-to-peer fundraising efforts by:
 - Collaborating with Executive Director of Institutional Events and Alumni Engagement, Assistant Director of Alumni Engagement, and Development Officers to create timeline for reunion class and advocate fundraising appeals;
 - Working with external partner and Institutional Marketing & Communications to produce informational materials to support advocates in their peer-to-peer fundraising efforts;

- Manages a portfolio of leadership annual donors:
 - Personally communicate with and solicit an average of 50 annual donors (\$1,000+) each year;
 - Collaborate with Director of Research to identify prospects for leadership annual donor and major gift groups

Other Job Function Statement(s)

- Represent the College at Institutional Advancement events;
- Collaborate with Institutional Marketing & Communications team to communicate annual giving impact via the Austin College Magazine, [at]AC, and other outreach;
- Performs other duties as assigned.

POSITION QUALIFICATIONS: (The **minimum** knowledge, skills, abilities, licenses, certifications, and behaviors necessary to perform the essential functions of the job at a fully acceptable level.)

KNOWLEDGE (Defines the mental aspects of the job. Knowledge is obtained through **education, experience, training, licensure, certification, or through a combination of the aforementioned.**)

Minimum: Bachelor's Degree from an accredited institution

Desired: Three to five years' experience managing annual giving programs or related advancement experience, preferably in higher education.

LICENSE or CERTIFICATION (To include, but not limited to: State requirements, e.g., counselor or nurse; professional certification in a specified discipline, e.g., Certified Public Accountant.) (N/A)

SKILLS (The **application of knowledge** by the manual, verbal, or mental manipulation of data, words, people, or things necessary to fully meet job expectations of the essential functions.)

To fully meet job expectations, an individual must:

- utilize Microsoft Office (Word, Excel, Outlook, PowerPoint) or appropriate alternative software to the extent required to effectively perform the essential functions;
- effectively apply project management principals and or technology;
- communicate effectively using a variety of styles and techniques appropriate to inform or persuade the intended audience.

ABILITIES (*Natural talents, developed proficiencies, and or other job-related requirements.* This section includes **observable behaviors or behaviors that produce observable** results necessary to fully meet job expectations of the essential functions.)

To fully meet job expectations, an individual must have the ability to:

- work evenings and weekends;
- give full attention to what others are saying, take time to understand the request, ask questions as appropriate;
- balance multiple projects and unstructured tasks within deadlines;
- exhibit strong collaborative and organizational skills;
- understand and continually exhibit awareness of college, division, and departmental goals, objectives and strategies;
- work independently with little supervision yet work collaboratively with all departments, all levels of employees and or third parties in a collegial and effective manner;
- operate/drive a personal vehicle alone;
- maintain confidentiality regarding sensitive matters;
- maintain professionalism at all times, to include behavior and attire;

- research trends in annual giving and communication and implement changes as appropriate;
- maintain a high level of accuracy and attention to detail;
- demonstrate enthusiasm and commitment to the goals of the college;
- cultivate positive relationships with internal and external entities;
- model high standards of honesty, integrity, trust, and ethical behavior;
- maintain regular and consistent attendance;
- use cognitive skills to: solve problems, develop, plan and implement goals, organize work or assigned projects.

PHYSICAL REQUIREMENTS: The following represent the physical requirements of the essential job functions: Physical activities required are finger dexterity necessary to operate equipment used in the position, talking, seeing and hearing. Walking, sitting, bending/stooping, pushing/pulling and minimal unassisted lifting (up to 20 pounds) associated with the job duties is required.

WORK ENVIRONMENT: Typical office environment. May occasionally work outdoors or off campus in preparation for and attendance of special events.

Disclaimer: The College has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. ***It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities.*** Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the College reserves the right to change this job description and/or assign tasks for the employee to perform, as the College may deem appropriate.

Employee Signature: _____ Date: _____

Supervisor Signature: _____ Date: _____

Executive Signature: _____ Date: _____