

# Wells College

## Position Description

January 2019

JOB TITLE: Assistant Director for Annual Giving

DEPARTMENT: Advancement

CLASSIFICATION: Exempt

### JOB SUMMARY:

Primarily responsible for working with the Director of Annual Giving to help with strategic planning and implementation of annual giving programs to effectively broaden the base of support for the College.

Assist with implementing and promoting donor outreach activities and communications. Work with the FARGO board and strengthen volunteer and prospect management to build better relationships with our constituents to resource the College and support the College's mission and goals in conjunction with the Director and colleagues in Advancement, Career Services and Communications.

Work with the Director in the implementation of the annual appeal for budget and special project support for the College. Responsible for supporting volunteers, implementing recent alumni and undergraduate initiatives, and helping with broad-based annual giving initiatives such as direct mail, personal solicitation, social media and phonathon programs.

Work with the Director to expand, develop and implement comprehensive programs and involve and connect recent alumni in order to build stronger ties to the College and encourage attendance at College events, volunteer activity and financial support.

Establish goals, track and evaluate programs of responsibility.

### DUTIES AND RESPONSIBILITIES:

#### ESSENTIAL JOB FUNCTIONS/TASKS

##### FARGO/Recent Alumni/Reunion Class/Parents/Faculty and Staff Solicitation Program: (50%)

Plan and implement recent alumni solicitations, including working with the FARGO (Friends and Recent Graduates Organization) board and officers to advise, implement and solicit. This includes helping to identify, recruit and manage giving volunteers, provide updates and coordinate solicitations and activities as needed. Maintain relationships with recent alums to provide the foundation for fundraising work.

Provide support to volunteers in Reunion classes as directed. Identify, recruit and manage volunteers, hold conference calls, follow up on requests, provide solicitation materials, report class campaign progress, solicit gifts, provide training to volunteers as needed. Work with

Advancement staff to ensure that individuals are solicited, and report progress. Assist chairs with letter and e-mail campaigns. Ensure recognition of volunteer efforts as appropriate. This includes: evaluation of class giving patterns and establishing goals; overseeing direct mail, personal solicitation assignments, phonathon, and event components of campaign effort; identification, recruitment, training and support of volunteers; analysis and evaluation of various campaign efforts. Assist with updating of databases to monitor, discern and track the appropriate activities with various populations within the classes, such as volunteer recruitment, committee assignments, and donors. Record information updates and notepad entries.

Plan and implement a Parent's fundraising initiative, recruiting a Parent's Fund committee and facilitating the personal solicitation of a select group of Wells parents. Coordinate solicitation and outreach efforts.

Plan and implement a Faculty and Staff fundraising initiative, recruiting chairs and coordinating solicitation and outreach efforts.

Develop and manage social media giving programs ie: Giving Day challenges.

Manage small portfolio of alumni donors/prospects and conduct 2-3 trips each semester to meet with volunteers and donors and or staff events. Implement cultivation and solicitation strategies with the Advancement team and ensure follow-up activities and stewardship with special attention to recent graduates, current students, parents and faculty and staff. Prepare and run reports for travel and prospect management. Personally solicit for annual gifts.

In conjunction with the Director of AG develop and implement strategy and participate in the preparation and production of solicitations for all constituents, especially young alums, parents, faculty and staff, and Reunion classes.

#### Phonathons: (15%)

Plan and oversee phonathon solicitations, including fall and spring student efforts on campus. Recruit, hire, train, and supervise student managers and students callers. Prepare training materials and coordinate all event details for the phonathon sessions. Plan, implement, and evaluate strategies to reach phonathon goals, and ensure success for the program. Coordinate all aspects of the Student Phonathon Program, including development of an overall timeline, publicity, recognition for students, and analysis of program. Develop a working knowledge of various student organizations and academic programs. Prepare and enter logic and run pledge cards. Manage program budget. Compile phonathon statistics and fulfillment results, analyze and prepare reports.

#### Communications (15%)

Participate in implementation of College's key communications with donors to include monthly e-newsletters, *Express*, Donor Honor Roll and special constituency mailings. Maintain information and manage process of responding to alumni and other individual requests.

Monitor and update webpages and social media sites on a regular basis. Help support a strong alumni network using iModules.

Event Management : (10%)

Help facilitate and coordinate alumni/faculty/staff/student involvement in College programs and events. Increase attendance and involvement of recent alumni at events and strengthen their affiliation with the College.

Other duties as assigned: (10%)

Maintain complete files, materials and documentation regarding areas of responsibility within alumni and annual giving activities and programs.

Respond to alumni requests to include information, bellringing, traditions, events, etc.

Participate in appropriate campus committees as directed by supervisor.

**EDUCATION AND EXPERIENCE:**

The ideal candidate should have a bachelor's degree or equivalent experience and two or more years of experience in fund raising and alumni relations experience, with outstanding communication, organizational, and interpersonal skills with individuals at all levels of the organization. The candidate would have effective oral and written communication skills with both internal and external audiences, and must be able to work effectively with students and volunteers, and be comfortable with public speaking. The candidate should be proactive, very detail oriented, highly motivated, and able to juggle multiple and changing priorities, exhibiting excellent organizational and time management skills. Demonstrated volunteer management and supervisory skills needed. The candidate should have the ability to effectively represent the College and to work effectively in a team environment with a mix of alumni and colleagues. Ability to travel, work evenings, and weekends required. Volunteer management, fundraising, or phonathon experience preferred. Strong computer, data management, and analytical skills required, including knowledge of mainframe database operations and reporting. Working knowledge of Excel and Word required; intermediate or advanced Excel skills preferred. Experience in and/or knowledge of the principles and practices of fundraising preferred.

**CONTACTS:**

Frequent contact via letters, phone, email, personal visits, etc. with key alumni and parents/friends of the College, faculty, departments across campus, Advancement staff and senior administration.

**WORKING CONDITIONS AND PHYSICAL DEMANDS:**

Travel is required. Some evening and weekend work. Occasional lifting of boxes containing supplies for events and programs. Ability to hear, speak and see effectively to perform the necessary tasks of the position.

**HOURS OF WORK:**

35 – 40 hours per week

**SUPERVISION:**

Director of Annual Giving