

Position Title: Director of Annual Giving
Organization: College of St. Rose (Albany, NY)
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Company Description:

The College of Saint Rose is a dynamic institution of higher education, enrolling nearly 4,000 students. Located in the City of Albany, the heart of New York State's Capital Region, the College is an independent, coeducational institution, with dedicated faculty, administrators, and staff, all focused on transforming the lives of our students. Through a strong liberal education curriculum, and professional programs, Saint Rose serves four-year, transfer and graduate students in undergraduate, graduate degree and advanced certificate programs in four academic schools: Arts and Humanities; Business; Education; and Mathematics and Sciences. The College is preparing to celebrate its Centennial in 2020 with the launch of the 2016-2020 Strategic Plan which focuses on global connectedness, student success and fostering creativity and innovation.

Guided by the values of our founders, the Sisters of Saint Joseph of Carondelet, the College is proud of its mission of service to the urban community. As an institution that values inclusion, we seek to attract and employ individuals who reflect the cultural diversity found within our student body, and across the nation and globe.

Job Description:

JOB SUMMARY: The Director of Annual Giving is responsible for developing and implementing initiatives to identify, cultivate, and solicit prospective donors to ensure a strong base of ongoing financial support for the College from alumni, parents, and friends. Utilizing industry best practices and a data-driven approach, the Director plans, executes and manages a comprehensive multi-channel annual giving program that includes leadership giving; peer-to-peer solicitation; giving days; crowdfunding; direct mail; digital; email; and social media communication and solicitation strategies. The primary role of this position is to solicit unrestricted support for the College via the Saint Rose Fund. The Director oversees and develops direct marketing strategies and solicitation schedules; coordinates the overall planning, implementation and evaluation of fundraising strategies; provides management for data analysis, reporting and interpretation, and also manages the Annual Giving program budget. Additionally, the Director develops and maintains an annual giving prospect pool for personal outreach and plans visits in support of leadership giving.

RESPONSIBILITIES:

1. Develop a coordinated matrix of communication and solicitation strategies involving email, direct mail, phone/mail, personal visitation, volunteer engagement, and social media all focused on increasing baseline levels of annual support for the College.
2. Create a strategic plan for the Annual Fund, including direct marketing strategies, solicitation schedules and volunteer solicitation program.
3. Create, develop and execute a highly effective and sustainable volunteer solicitor component within the annual giving program.
4. Responsible for effective and coordinated marketing, messaging, segmentation, solicitation, acknowledgement, stewardship and analysis of all annual giving programs.
5. Manage the phonathon solicitation program by setting policies and guidelines for calling strategies, and overseeing operations plans, segmentation, and ask levels.
6. Monitor, evaluate and interpret results, market research, and other data to identify and capitalize on emerging opportunities that will garner increased and sustainable revenue.
7. Work with Marketing & Communications to create messages, themes, and materials for the Annual Fund, in compliance with the College's HOME brand.
8. Participate in major gift pipeline meetings, providing recommendations for strategies that will assist in garnering philanthropic support, both in annual and major/planned giving.
9. Develop and sustainably execute a robust fundraising plan for all Saint Rose athletic programs in coordination with the Director of Athletics.

10. Monitor data integrity, specifically regarding solicitable alumni base, participation, and constituent record quality.
11. Supervise Leadership Annual Giving Officer, Coordinator of Annual Giving, and Program Assistant (shared role with Alumni Engagement).
12. Monitor Annual Fund budget with the primary objectives of meeting annual fundraising goals while staying within approved budget parameters.

Requirements:

1. Bachelor's degree and five years of progressively responsible and successful fundraising experience in a higher education or non-profit environment, which must include experience in annual giving initiatives.
2. Experience in developing, executing and evaluating strategic fundraising initiatives as a manager of fundraising teams and or programs, preferably in a higher education setting.
3. Demonstrated track record of solicitation, prospect identification, cultivation, and stewardship success.
4. Demonstrated record of successful collaboration with multiple constituencies, including donors, volunteers, and colleagues. Ability to work as a member of a team, as well as the ability to work independently.
5. Experience in managing, developing, motivating, and mentoring volunteers.
6. Strong interpersonal skills and excellent communication (written, verbal and presentation) skills.
7. Appropriate management of college budget resources.
8. Experience managing and motivating development professional, support staff and volunteers, and a proactive style of leadership that encourages teamwork.
9. Strong analytical skills including the ability to analyze trends from quantitative and qualitative data and benchmark across like organizations.
10. Demonstrable understanding of database management, gift processing, and donor relations.
11. Ability to think creatively with openness to new ideas and their implementation.
12. Ability to manage multiple projects in a fast-paced environment; demonstrate a high level of energy, operate in an organized manner, have a reputation for accepting and meeting challenges, and possess a sense of humor.
13. Ability to travel and work evenings and weekends as needed.
14. Intermediate level computer skills using a Windows based operating system, specifically MS Word, Excel, Outlook and fundraising databases.
15. Possess a valid NY state driver's license.

In addition to a competitive salary, compensation includes comprehensive health and dental benefits, generous time off, a tuition remission plan for employees and eligible dependents, a 403b based retirement plan and wellness programs including the use of our fitness center.

For additional information and application instructions, log on to our website by clicking the APPLY link and open a College of Saint Rose Employment Account today!

The College of Saint Rose values diversity and abides by federal, state and local law in admissions, employment and all services and programs provided. It does not unlawfully discriminate on the basis of race, color, sex, religion/creed, disability, age, national/ethnic origin, gender identity or expression, sexual orientation, familial status, marital status, military status, domestic violence victim status, or any other condition established by law.

TO APPLY: <http://www.Click2Apply.net/d4bg452gkc3cs2cp>

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