

Date: October 9, 2022

Position: Director of Annual Giving
Division of Advancement
Full-Time Position

Summary Description: Under the supervision of the Assistant Vice President for Advancement Operations, the Director of Annual Giving is responsible for the development and management of a comprehensive, strategic, integrated effort to build the base of individual donors and increase the level of support through annual giving at Spring Hill College. The Director will manage a year round annual giving program for the College that results in building a successful stream of predictable unrestricted income for the College, primarily resulting from alumni support, and incorporating the following elements: direct mail, parent giving, friends and stakeholder giving, faculty and staff giving, and student giving.

Description of Duties and Responsibilities:

Essential Functions

1. In collaboration with Advancement leadership, devise an annual metrics-driven strategic plan, tactics, and coordinating reports for the annual giving program to show growth, activity, status toward goals, and to-date comparisons with prior years for context.
2. Create and manage multi-channel solicitation campaigns to increase donor participation and identify donors to migrate into the leadership annual giving pipeline.
3. Create an annual giving program timeline with short, mid, and long range goals that incorporates industry best practices and strategies.
4. In coordination with appropriate Advancement staff, manage the online giving, crowdfunding, special constituency campaigns, such as class giving, parent giving, young alumni giving, and matching gift programs.
5. Coordinate and implement the College's annual Give Day. This includes, but is not limited to, strategy, marketing, managing online portals, etc.
6. Collaborate with appropriate Advancement staff and third party vendors to prepare written communications including letters, brochures, and other materials as necessary for all annual giving programs.
7. Work to identify collective giving opportunities through the development of a Reunion and Class Giving Program. Activities include the identification of alumni classes interested in establishing a fund, the solicitation of these groups for these giving opportunities, and the ongoing relationship management between the fund, the College, and the class. Special attention to be paid to those celebrating class reunions in the identification and solicitation of class and individual gifts
8. Oversee the Division's Sponsorship Program, working closely with divisions and Athletic teams on campus to coordinate outreach to secure, implement, and steward sponsorship agreements.

9. Attends meetings and/or special events as a representative of the College as required.
10. Advanced knowledge of Microsoft Office (*e.g.*, Word, Excel) software.
11. Advanced knowledge and management of Annual Fund software resources, including, but not limited to: Blackbaud Raiser's Edge, RENXT, GiveCampus, ThankView, and trending technology solutions.
12. Completes other administrative duties or paperwork as required.

Required Knowledge, Skills, and Abilities: Individuals must possess the following knowledge, skills, and abilities or be able to demonstrate that the individual can perform the essential functions of the job, with or without reasonable accommodation, using a combination of skills and abilities.

1. Familiarity with or sincere interest in learning about the mission of Spring Hill College and the meaning of a Jesuit education, thus enabling the employee to support and strengthen the Jesuit, Catholic mission of Spring Hill College.
2. Excellent communication skills and writing ability and strong interpersonal skills.
3. Ability to identify and resolve administrative, organizational, and personnel needs.
4. Understands the principles of fundraising and how the Annual Fund fits into the overall Advancement priorities and plan.
5. Ability to set priorities and meet tight deadlines.
6. Computer literate; willing and able to quickly learn the College's database systems.
7. Ability to interact effectively with faculty, staff, administration, and a wide range of College constituencies.
8. Ability to communicate effectively in writing, using the English language, with or without the use of auxiliary aids or services.
9. Ability to orally communicate effectively with others, with or without the use of an interpreter.
10. Willingness and ability to work nights and weekends and travel locally and regionally for solicitations and special events as required.

Qualification Standards:

Education/Experience: Bachelor's degree and three years to five years of progressively responsible professional experience in Annual Giving in a higher education setting or a closely related field.

Licenses: Valid driver's license with acknowledgment and approval from insurance provider.

Other Preferences: Experience in organizing and directing solicitation programs.

Other Considerations: Hiring process includes, e.g., a criminal history background search. This person is considered a responsible employee in accordance with College Title IX policies.

THE COLLEGE RESERVES THE RIGHT TO CHANGE, ADD, OR REASSIGN JOB DUTIES OR COMBINE POSITIONS, OR PORTIONS THEREOF, AT ANY TIME. THIS JOB DESCRIPTION IS NOT AN EMPLOYMENT AGREEMENT OR CONTRACT. AN EQUAL OPPORTUNITY EMPLOYER.

Position is open until filled. To apply, please mail a cover letter and resume to: rbanks@shc.edu or Human Resources Office, Spring Hill College, 4000 Dauphin Street, Mobile, AL 36608. Phone: 251-380-3063.