

ROBERTS WESLEYAN UNIVERSITY

Job Description

<u>Job Title</u>	<u>Department</u>
Assistant Director of Annual Giving	Office of Advancement

<u>Reports To</u>	<u>Updated</u>	<u>Status</u>
Dir. of Donor & Alumni Engagement	Sept 2024	full time, non-exempt

Job Objective

In collaboration with the Director of Donor & Alumni Engagement, the Assistant Director of Annual Giving will help the Annual Fund meet its goals through implementation of new and creative approaches to fundraising.

Job Responsibilities

1. Appeals and Solicitations
 - a. Assist with all special appeals & solicitations such as One Day of Giving, Calendar Year End, Fiscal Year End, Senior Class Gift, Reunion Class Giving, Golf Tournament
 - b. Carry out first time donor, new circle member and pledge fulfillment processes
 - c. Researching and implementing best practices for donor acquisition, retention, and stewardship
2. Support the data team
 - a. Attend bi-weekly data team meetings
 - b. Track and report data trends, donor analytics and segmentation, utilizing these models to grow annual giving
 - c. Assist with other database clean up projects & Raiser's Edge processes
3. Oversee Phonathon and student workers
 - a. Training/hiring/supervision of 2-4 callers
 - b. Manage segmentation & call assignments within Raiser's Edge
 - c. Manage communication system (Pledge letters, Request More Info letters, thank you notes for receipts)
4. Oversee Roberts Faithful program
 - a. Provide oversight to entire program
 - b. Order gifts and maintain stock piles
 - c. Manage communication system (sending receipts, packages, thank you notes, seasonal emails etc.)

- d. Yearly audit process to ensure accurate membership
5. Manage Gift Process & Receipting
 - a. Analyze, code, and enter all gift transactions in the donor database in a timely manner.
 - b. Provide proper tax receipts to all donors.
 - c. Follow best practices for gift processing to assure donations are used for the purposes intended and that donor confidentiality is protected.
 - d. Work with donors to answer questions and respond to issues related to giving.
 - e. Prepare invoices as requested.
 - f. Work with Finance Office to reconcile all bank deposits, submit transmittal report and prepare and compile information in preparation for yearly audit.

The approved rate of pay is \$21.00/hr - \$24.00/hr

Education & Experience

Bachelor's degree and 1-2+ years related experience with understanding of fundraising. Experience at the annual fund level preferred. Skilled at working with people at all levels within an organization. Self-motivated and able to adapt quickly to changing conditions. Strong communication, organization, and MS Office skills essential.

Consequence of Error

Error consequences include but are not limited to poor donor and prospective donor relationships, as well as damage to the Office of Advancement and the Executive Director's effectiveness.

Confidential Data

This position has access to confidential information with both internal and external constituents. Information must remain confidential and may be shared only as per College guidelines.

Level of Supervision

Broad direction provided allowing for independent decision-making and choice of method.

Mental/Visual Demand and Physical Effort

Concentration for accuracy. Frequent interruptions and periodic stress. Regular telephone usage.

Environment

Small office environment, however, part of the collective body of the Office of Advancement. Multiple interruptions through the day.