

Job Level	Executive Director of Annual Giving	Management Level II
Problem Solving	<ul style="list-style-type: none"> * Develop and oversee the Annual Giving finances, review progress with program budget administrators. Present budget needs to the Senior Associate VP and VP for annual budget approval. Present progress on financial position, income, and spending. * Create and manage short and long term goals to improve the financial viability of the organization, and implement strategies to achieve established goals. * Establish fundraising goals, objectives, strategies, schedules, and analysis of results for each element of the Annual Giving unit. * Oversees all annual fundraising programs including: managing a targeted, multi-approach direct mail program, a pro-active personal solicitation program, administering a calling program and incorporating electronic requests for gifts 	<ul style="list-style-type: none"> ▪ Applies concepts towards the development of new rules or policy development
Interaction/ Communication	<ul style="list-style-type: none"> * Provide leadership, input and guidance to collaboratively work with College/Unit Directors of Development to create aggressive annual giving goals for all units and build strategic and tactical plans for achieving these goals. This strategy will be a comprehensive plan utilizing all resources available through the annual giving program * Formulate and collaborate on the execution of a comprehensive communications program supporting annual giving * Leads the staff teams responsible for AG constituencies, direct marketing, telephone outreach, digital fundraising, student and young alumni philanthropy 	<ul style="list-style-type: none"> ▪ Adapts communication style and uses persuasion in delivering messages
University Impact	<ul style="list-style-type: none"> * The executive director's major responsibility is the strategic planning, execution and management of a comprehensive annual giving program. * The executive director is responsible for goals involving overall donor counts as well as the Undergraduate Alumni Participation Rate, a metric in the U.S. News and World Report rankings. 	<ul style="list-style-type: none"> ▪ Ability to impact the development of existing principles and guides the development of new policies and ideas ▪ Work provided by the team generally has longer-term impact beyond the current year
Financial/ Budget Responsibility	<ul style="list-style-type: none"> * Allocation of and oversight of budget in excess of \$1 million to effectively execute annual giving strategies and tactics 	<ul style="list-style-type: none"> ▪ Provides input into the budgeting process and may be a sub-departmental budget owner or have responsibility towards the fiscal management
People Management	<ul style="list-style-type: none"> * This position directly supervises two administrative professionals and has indirect supervision of four other administrative professionals. 	<ul style="list-style-type: none"> ▪ Manages teams of technical/support and/or professional roles ▪ May have people management responsibility for pay reviews, performance management, and resource planning