

Position Description - Unclassified

Position Status:

Position Title		Position Number
Director of Development, Annual Giving and Sponsorships		E99877
Appointment (9mos. / 12 mos. / Other)	Contract Period (from / to)	Department / Division
12	7/1-6/30	Advancement
Position Type		FLSA
Full-time Unclassified		Exempt
Reports to		Reports to Position Number
Vice President of Advancement		
Incumbent		University ID #

Program Information:

<p>A. Describe the general program in which this position exists. Include program purpose, size, scope and relationship to the University's mission.</p> <p>Advancement is responsible for community relations, fund raising, prospect research, alumni relations, and the operation of the Western Oregon University Foundation. The purpose of this office is the cultivation of alumni and other potential donors through their involvement with the University; research and preparation of grant and gift solicitations; management of gifts, grants, and bequests to the Foundation. All campus units are affected by the results and the accomplishments of this office. Availability of scholarship funds directly affects the student population along with financial assistance for academic programs and activities that impact the student experience. The functions of this office are directly related to the mission of the University, which is to provide a quality program of higher education by promoting the University's teaching, research, and community service programs, involving the Alumni and community in the activities of the University, and promoting aid for the institution through private gifts.</p>
<p>B. Describe the purpose of this position and how it functions within this program.</p> <p>Reporting to the Vice President for Advancement, the Director of Development, Annual Giving and Sponsorships will develop targeted communication strategies, inclusive of cultivation and stewardship, and craft annual giving themes and messaging that reflect the brand and needs of the university. Responsible for achieving assigned fundraising targets for all appeals and specific to the Fund for WOU and annual scholarships. The Director also serves as the main staff member partnering with Athletics for the University's special fund raising, cultivation and stewardship events including the Wolves Auction, Wolves on the Green, and Wolves Club. As the Director, this position will manage a portfolio of prospects and donors. This position will work with outside event contractors, donors, volunteer committees and other staff to secure new and returning volunteer help, sponsorships, auction items, and other resources necessary to successfully coordinate and execute the fundraising events.</p>

Position Information and Qualifications:

A. Description of Duties/Responsibilities – List the major duties assigned to the position. Note percentage of time each listed duty is performed to total 100%. Indicate “E” = Essential, “R” = Revised	
Percent of Time	Duties
30%	<p>Identification/Cultivation/Stewardship/Solicitation: Plan creative, innovative annual campaigns for the Fund for WOU and annual scholarships that meet or exceed budgeted goals. Utilize a variety of methods of solicitation including but not limited to personal appeals, direct mail, e-solicitations, crowdfunding, social media campaigns, etc. Work closely with graphic designers, mail houses and other vendors as needed.</p> <p>Giving Day: Create, manage, and lead a robust and multi-faceted Giving Day campaign that enhances giving to the Fund for WOU, brings in new donors and stretches across campus to support a variety of departmental operating funds.</p>
30%	<p>Athletics Fundraising: Serves as main Advancement liaison to Athletics for their special fundraising events and programs, which include Wolves Auction, Wolves on the Green Golf Tournament, and Wolves Club. Creates sponsor packages annually for each event and all athletic programs within the annual plan. Presents budget, plan, calendar, and break even to the Vice President of Advancement and Executive Director of Athletics to gain approval for the annual plan of sponsorships. Manages portfolio of sponsors and prospects in support of these events and Athletics in general. Assists in the development and implementation of fundraising for the support of Athletics.</p>
30%	<p>Donor acknowledgment and reporting: Create a system to robustly acknowledge all donors and report to donors about the impact of their gifts on WOU. This may include, but is not limited to, annual, scholarship and endowment reporting.</p>
5%	<p>Manage students: As the budget allows, manage a team of students in support of these efforts.</p>
5%	<p>Other duties as assigned: for instance, support other functions of Foundation.</p>
NA	<p>Customer Service (internal and external): Interact regularly with faculty, students, and staff to gather information and develop messages for activities and campaigns. Carry the message of the university to outside groups, especially to alumni and community leaders who will be assisting in achieving campaign goals and to corporations and businesses to build interest in WOU.</p>

B. Required Qualifications

List any certificates, licenses, academic degrees, or experience required to perform the duties of this position. Indicate if a combination of education and experience is acceptable.

- Bachelors' Degree or equivalent
- Minimum 3 years-experience in fundraising or sales
- Some travel expected for professional training and donor visits, both via personal vehicle and plane/train.
- Knowledge and experience actively using a customer relationship management software
- Ability and willingness to work evenings and weekends as needed

C. Preferred Qualifications

Describe preferred education, experience, skills, licenses, certificates, and other qualifications for this position.

- Fundraising experience in a university setting
- Experience with annual giving methods – direct mail, phone-a-thon, crowdfunding, etc.
- Experience implementing and maintaining a successful donor relations program
- Raisers Edge/RE NEXT certificates

D. Knowledge Areas

List the major areas of knowledge that are required to perform the duties of this position.

- Superior communication skills across mediums, with the ability to tell stories and evoke desired response.
- Ability to work independently and without direction to achieve results.
- Exceptional planning skills.
- Results oriented, with the ability to set priorities.
- Demonstrated success in securing financial resources of all kinds for non-profits.
- Excellent interpersonal, organizational, and communication skills.
- Strong written communication skills: ability to write clear, structured, articulate, and persuasive proposals. Strong editing skills.
- Understanding the role of development and fundraising related to higher education and nonprofits.
- Experience and dedication to work with Customer Relationship Management (CRM) software.
- Motivated, self-starter with ability to work independently and as a team.
- Relationship driven. (Not transactional)
- Computer skills including knowledge of Microsoft Office, familiarity with databases and flexibility to learn new software as the job evolves.
- Attention to detail.
- Ability to meet deadlines with focus and persistence.
- Able to monitor and meet income/engagement goals.
- Knowledge of basic fundraising techniques, strategies and moves management.
- Desire to continually improve and learn.
- Ability to work closely with others to achieve results.

- Enjoys working with and helping to grow student employees.

Budget Authority:

Indicate the level of the position’s responsibility for the development, control, and monitoring of budget. Indicate the size of the budget. Check all that apply.

x	Develops, monitors*, and controls* <i>*Monitor means to review and approve expenses; control means to authorize budget transfer at the department level</i>	\$
x	Delegated authority to monitor budget	\$30,000
x	Limited approval authority for purchase	Less than \$5,000 per purchase
x	Purchase only with higher level approval	Any purchase over \$5,000

Supervisory Authority:

If this position has the authority to act or effectively recommend action affecting employees in the following areas, check all that apply.

x	Hire	x	Assign Work
	Transfer	x	Recommend salary adjustments
x	Discipline	x	Approve requests (i.e. leave)
x	Dismiss	x	Respond to complaints/grievances
	Layoff	x	Conduct performance assessments
x	Promote	x	Give Direction

Positions Supervised:

Type	# of Employees	Total FTE
Teaching faculty		
Classified staff		
Unclassified staff		
Student Employees (average per term)	4 - 7	2.0 – 3.5 FTE
Other (specify)		

Decision Making Authority:

Describe the breadth and scope of decision-making authority and discretion the position has to formulate, implement, evaluate, approve and/or modify department and/or university policy, procedures, and/or programs. Describe the type of review and/or approval required by a higher level.

- Determine the most effective messages and the means for carrying those messages to alumni and donors.
- Hire, train, and fire student workers.
- Carefully analyze alumni and donors’ ability to give and support the moves management process.

Additional Information:

List any additional information that would help describe the nature of the position.

Position requires a creative, energetic, and tenacious professional who is detail orientated, passionate about higher education and can work independently. Creativity is a must. Flexibility is essential.

Acknowledgement:

Employee Printed Name	Employee Signature / Date
Supervisor Printed Name	Supervisor Signature / Date
Reviewer (VP / Director)	Reviewer Signature / Date
Appointing Authority	Appointing Authority Signature / Date

HR USE ONLY:

Received by		Date	
Position Class # (Ex. UF101)	Employee Class	Job Location	Appointment Percent
CUPA-HR# / Title	NOC Code	Category Code	SOC Code
Actions Taken			
	NBAPBUD / NBAPOSN		
	NBAJOBS		
	PEAFAC		
	Electronically Filed		