

Employer/Funding Source: State of New York

Official Title/Rank: Senior Staff Assistant SL-3

Line # 23425

In-House Title: Associate Director of Leadership Annual Giving

Department: Office of Annual Programs

Division: Development and Alumni Relations

Supervisor of Position: Director, Annual Programs

DATE: January 12, 2012

POSITION SUMMARY:

Reporting to the Director of Annual Programs, the Associate Director of Leadership Annual Giving will assist in the overall management of the Office of Annual Programs as well as annual gift activities at the University at Buffalo. The incumbent will be part of a comprehensive and complex annual giving operation. The Associate Director devises and implements a strategy focused around individual outreach and prospect management that results in increased giving and a strong pipeline of supporters. Execution of leadership annual solicitation strategies will involve personal visits, telephone contacts, solicitation letters and e-communications.

RESPONSIBILITIES:

The Associate Director will assist the Director in designing and implementing a comprehensive solicitation program for the University at Buffalo and its schools/units, focusing on raising unrestricted annual gifts. Specifically, the Associate Director will assist in the design and implementation of annual solicitation plans including the development and management of systems and support structure. Specific areas of responsibility include, but are not limited to:

Fundraising – 50%

- Partner with Annual Programs Coordinator to strategize and coordinate overall leadership annual giving program.
- Develop and execute leadership annual solicitations. This will include the qualification, cultivation, renewal, upgrade, fulfillment and stewardship of individuals with capacity to give at the leadership annual gift level of \$1,000+ through mail, phone, and personal visits.
- Local and regional travel required including evenings, overnights and occasional weekends.
- From a pool of existing annual fund donors, build a portfolio of approximately 100 local/regional prospects to engage and visit in an attempt to move them up to the \$1,000 annual leadership gift level.
- Complete at least 40-60 contacts per month with at least half being personal, direct contact.

- Establish goals for leadership annual work; utilize AWA and other tools to track and monitor progress with leadership annual prospects.
- Recruit and manage volunteers when appropriate.

Annual Giving – 35%

- Assist with day to day activities of the office including, but not limited to execution of direct mail, phone and email solicitations.
- Assist with the coordination of school-based development officer annual solicitation plans.
- Collaborate with Development Communications as Annual Programs point person on emerging technology and social media such as Facebook, Twitter, You Tube, QR codes.
- Document information for files and update tracking systems; monitor systems and follow-up to assure proper recording and tracking of results, budget-related information, etc.
- Remain current with annual giving trends.

Planning & Administration/Organization – 15%

- Manage the office in absence of the Director.
- Participate in strategy discussions; assist in incorporation of initiatives such as comprehensive campaign, UB2020, and consultant recommendations.
- Help set and achieve departmental goals, and manage resources budgeted for assigned programs.

QUALIFICATIONS:

Education:

Bachelor's degree required, Master's degree preferred, 3-5 years related experience in the field of Development, specifically in an annual giving or annual leadership position, within higher education preferred, familiarity with fund-raising terms and processes required.

Professional:

- Excellent written and oral communication skills.
- Ability to establish effective working relationships with a variety of people at all levels within the organization.
- Ability to qualify, cultivate, solicit and steward donors and prospects at the annual leadership level.
- Organizational and follow-through skills.
- Ability to manage multiple projects and see projects through to a timely completion.
- Ability to work independently, with minimal supervision.
- Ability to make decisions and exercise judgment in the absence of the Director within the scope of the position's responsibilities.
- Ability to manage professional and support staff in absence of the Director.

The University at Buffalo offers highly competitive salary and benefit packages, commensurate with experience.

For more job information and directions on how to apply, please visit our website at: <https://www.ubjobs.buffalo.edu> . Only applications received through the UB Jobs will be considered.

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