ASSISTANT DIRECTOR OF ANNUAL GIVING
FULL-TIME, 12 MONTHS
INSTITUTIONAL ADVANCEMENT
HIRING RANGE: $18.62 TO $19.72 PER HOUR

FUNCTION:
Directs all university annual giving programs with special focus on The Whitworth Fund. Designs and oversees implementation of strategies to increase annual giving; plans and manages all Whitworth Fund solicitation activities and events; develops programs to inspire philanthropy among current students and recent alumni as key future annual giving donors.

RESPONSIBILITIES AND RELATED DUTIES:
1. In consultation with director, plan and implement strategies to meet the university’s annual giving goals.
   a. Provide information for establishing and tracking progress toward the goal.
   b. Play a key role in planning, creating, revising and approving solicitation materials.
   c. Provide leadership for the advancement team to secure annual gifts from specific constituencies.
   d. Recommend, evaluate and develop new strategies and tactics for increasing annual gifts and for adding new donors.
   e. Participate in donor solicitation for $1,000-and-above annual donors.
   f. Coordinate and empower key volunteers who assist the professional staff in securing annual support
2. Develop, implement and update detailed 52-week annual plan that includes all targeted solicitations via mail, phone, e-mail, web and other channels to reach annual giving goals.
   a. Coordinate timing, creation and distribution of a variety of targeted materials and online giving forms.
   b. Focus on both general appeals and segmented appeals, e.g., parents, faculty/staff, President’s Club, recent graduates, current students, churches, athletics, affinity groups, etc.
   c. Determine mailing lists and coordinate materials/distribution production and timing.
   d. Plan and manage ongoing design, production and delivery of Whitworth Fund and President’s Club printed and electronic components.
   e. Secure approval for on-campus solicitation strategies with Director of Alumni & Parent Relations, and Annual Giving, and Vice President for Institutional Advancement.
   f. Distribute timelines, define goals/metrics, develop strategies, draft materials for solicitation and analyze appeal outcomes.
3. Oversee development and implementation of strategy to foster a culture of philanthropy among recent alumni and current students.
   a. Collaborate with assistant director of alumni relations and development on fund-raising plans focused on reunion groups to build overall alumni participation.
   b. Work with alumni relations staff to develop, revise and implement programs designed to connect recent alumni to Whitworth in relevant ways.
4. Manage systems related to market penetration monitoring, data gathering and updating of information collected.
   a. Prepare market analyses/reports.
   b. Report regularly on achievement of goals to fund-raising staff and vice president.
   c. Prepare reports analyzing success of direct- and electronic-mail strategies for defined target markets.
   d. Work with institutional advancement directors in assigning President’s Club prospects and tracking progress for Whitworth Fund solicitation in conjunction with other solicitation.
   e. Collaborate with institutional advancement colleagues in support of their annual fundraising goals and responsibilities.
   f. In conjunction with Advancement Services, assist with gift reports as needed.
5. Manage all aspects of donor gift clubs.
a. Recruit donor membership and coordinate all activities of the President’s Club.
6. Supervise Annual Giving Specialist, and provide support in development of AGS responsibilities related to Phonathon, Alumni-in-Residence programs, and student giving programs.
7. Oversee plan for fall and spring Whitworth Fund phonathon campaigns.
   a. Work with AGS in developing a strategy to reach key markets and assigning goals for participation and saturation, as well as monetary goals.
   b. Oversee training and training materials for callers.
   c. Work occasional evenings to assist AGS in training or shift coverage as needed.
8. As a member of the institutional advancement team, participate in events on evenings and weekends as requested. Travel as necessary for advancement-related events and activities.
9. Other duties as assigned.

QUALIFICATIONS, SKILLS AND ABILITIES:
- Bachelor’s degree preferred.
- At least three years of fund-raising or transferable experience; an equivalent combination of education and relevant work experience will be considered.
- Excellent communication skills – oral, visual and written.
- Demonstrated ability to supervise staff and work independently, as well as part of a team.
- Proficient in simultaneously managing multiple projects, both inter- and intra-departmental, working with colleagues from various disciplines and backgrounds.
- Adept at pulling/analyzing/applying data from a variety of sources (e.g., Campus Call, Uniquery, Colleague Advancement and iModules).
- Well versed in planning and executing long-term efforts and quick-turnaround projects.
- Familiarity with market segmentation and devising and executing analytics focused on measuring appeal results
- Considerable personal initiative and motivation with a willingness to travel as required.
- Graduate of Whitworth University and/or well acquainted with the institution and its mission.
- A personal commitment to the Christian faith and to the integration of faith and learning.
- Demonstrated awareness and commitment to effectively establishing relationships and positive communications across multiple dimensions of diversity including, but not limited to race, gender, physical limitations, class or religious perspectives.
- Commitment to the educational mission of Whitworth University as a Christian liberal arts university affiliated with the Presbyterian church.
- Background check required.

APPLICATION PROCESS:

The following documents are required to complete the online application form:
1) A letter of interest that relates your education and experience to the qualifications of the position and includes a note confirming your interest in this position at our posted hiring range.
2) Résumé
3) The names, addresses, telephone numbers and email addresses of three academic/professional references.
4) A one-page document describing your personal commitment to the Christian faith.
5) Please write a short paragraph about how you currently – or in past positions – have navigated the challenges of operating within the realities of the present while helping position your organization/employer/area of responsibility for the changes you see coming to your industry in the near future. This can be about either your current job, or a past one.

Whitworth complies with all federal, state, and local nondiscrimination laws that are applicable to religious nonprofit institutions and does not engage in unlawful discrimination on the basis of race, color, national origin, age, sex, or disability. With our commitment to building a diverse community, the university encourages applications from populations underrepresented at Whitworth including members of racial/ethnic communities, women, and persons with disabilities.