

Director of Annual Giving



Department:

Institutional Advancement

Job Type:

Staff

FLSA Status:

Exempt

Reports To:

Executive Director of Individual Giving

Supervisory Role:

Yes

Hours:

Full-time

Prepared By:

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Prepared Date:

8/29/2022

Last Reviewed:

Click or tap to enter a date.

Position Summary

Under the supervision of the Director of Individual Giving, the Director of Annual Giving is responsible for the management, continuous development and assessment of the annual giving program. The design and implementation of all efforts aimed at securing annual unrestricted budget-relieving gifts. The management of a program that utilizes creative direct mail, electronic communication, social media networking and telemarketing as well as in-person solicitations; and effective management of volunteers from Hood's alumni, students and parent constituencies. The Director works with the Director of Individual Giving to set goals for annual support; works closely with advancement staff and prospect managers to identify and solicit major annual giving prospects; oversees the budget for the Annual Giving department; and analyzes the cost effectiveness and yield of individual program components. The Director collaborates with the Alumni Engagement staff to strengthen the connection between the College and its alumni that results in ongoing financial support. The Director supervises the Assistant Director of Annual Giving. The Director must be available to work some weekends, evenings and travel.

Essential Duties include the following. Other duties may be assigned.

Annual Giving Program Administration – 30%

- Responsible for leading, designing and implementing an annual giving operating plan.
- Assess program and recommend strategic revision reflecting the College's strategic plan.
- Segments all College constituents into appropriate groups for annual giving solicitation and determines, in collaboration with colleagues and with prospect research, ask amounts.
- Manages the annual giving cultivation, solicitation, and stewardship cycle.
- Leads the coordination of a yearly solicitation schedule; ensure that the plan is implemented appropriately throughout the fiscal year, and changes made as appropriate.
- Works closely with the assigned staff member to ensure the success of the Phone-a-thon program, and guides decisions regarding caller priorities and effective use of the student calling program.
- Communicates regularly with the Director of Individual Giving about the status of the annual fund; including financial reports, participation totals and percentages, program development, various appeal and solicitation programs, staffing issues and any other pertinent information.
- In addition to periodic updates and tracking, completes two comprehensive assessments of

progress during the fiscal year – one at the halfway point of the fiscal year and one at the conclusion of the fiscal year.

- Organize and lead weekly planning meetings with annual giving staff, Executive Director and V.P. and others as appropriate to monitor near-term plans and goals.
- Coordinate with other campus offices to accurately share the “Hood” story.

Reunion Giving – 25%

- Working closely with the Director of Alumni Constituent Engagement, develop and maintain a program of class giving that focuses on reunion class years.
- Direct the overall reunion giving strategy and provide leadership and guidance to prospect managers who are assigned to work with individual classes.
- Work with staff to establish class goals, both financial and participation, using a combination of wealth screening data and information collected through personal visits.
- Benchmarks each class’ reunion efforts and monitors progress throughout the fiscal year, making modifications to the solicitation strategies as needed.

Prospect Management – 20%

- Conduct an ongoing analysis of the annual giving program through research and review of donors and constituents.
- Plan and conduct discovery and qualification visits into travel plans geared to prospects.
- Identify giving patterns to assist with the determination of appropriate segments for focused solicitations, publications, and invitations.
- Supports a comprehensive management program that cultivates donors to increasingly higher levels of support.
- Meets on a regular basis with prospect managers and advancement services staff to develop and maintain an integrated donor cultivation and stewardship plan.
- Manages a portfolio of high-end Hood Fund prospects capable of making yearly gifts in the \$2,000 to \$25,000 range.
- Works closely with prospect managers to identify prospects with leadership Hood Fund or Major Gift potential.
- Maintains a working knowledge of major gifts and planned giving, as well as an awareness of, and familiarity with, restricted gift opportunities.
- Travels to solicit gifts and to thank/cultivate donors.

Communication – 15%

- Work closely with the Office of Marketing and Communications to design print collateral including informational brochures, specialized stationery, magazine advertisements, and other visual pieces for inspiring annual support among a broad range of constituents.
- Determines a schedule of electronic solicitations, including emails and videos, and works with the marketing and communications staff to produce and distribute.
- Provides short articles, philanthropic quotes, and other related pieces for inclusion in, the College’s newsletter and other communications.

Stewardship – 10%

- Prepare acknowledgement letters for all gifts to the annual funds; working closely with gift entry officer to ensure accuracy and timeliness.
- In conjunction with the Director of Individual Giving, advancement services staff and marketing and communications staff, serves as a production coordinator of the annual Honor Roll of Donors.
- Develop and implement President's Club recognition and stewardship plan. Work with alumni engagement staff and prospect managers to ensure donors are appropriately recognized with invitations to special VIP events, etc.

Supervisory Responsibilities

Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding, addressing complaints and resolving problems.

Qualifications

We seek a candidate who values diversity, equity and inclusion in all that they do. Candidates must have strong organizational skills and a proven ability to work collaboratively with partners across campus in support of Hood College's mission as a student-centered, liberal arts institution.

To perform this job successfully, the individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Minimum Requirements/Qualifications

- Bachelor's Degree required with Master's degree preferred.
- A minimum of five years of fundraising experience, preferably in a liberal arts setting, with a demonstrated successful track record of annual fund program design and implementation, personal solicitation, and effective engagement of volunteers.
- Management/supervisory experience a plus.
- Strong data-analysis skills, including benchmarking individual solicitation efforts as well as tracking overall progress towards monetary and participation goals established by the senior administration and trustees.
- Effective communications skills especially in writing and design of fundraising appeals.
- Ability to synthesize and effectively use wealth-screening data in order to prioritize prospects and set reasonable goals and expectations for the annual giving team.
- Well-organized with an outstanding ability to multitask, plan, establish and achieve goals, and manage time and personnel effectively.
- Ability to lead within a collaborative, team-oriented environment that includes colleagues in the immediate division as well as cross-campus departments.
- Motivated, results-oriented team leader who will foster annual giving activity within a moves

management system that supports the identification and development of prospects.

Preferred Skills and Characteristics

Technology Skills

Proficient in MS Office tools (Microsoft Word, Excel, and PowerPoint), e-mail and Internet. Ability to learn new applications quickly including organization-wide information systems and department-specific software applications (Millennium).

Language Skills

Strong oral and written communication skills. Ability to effectively provide information and positively respond to questions from both external and internal customers both in person and by phone. Ability to write routine reports and correspondence. Ability to effectively present information and knowledgeably respond to questions from donors, alumni, top management, and members of the board of trustees.

Mathematical Skills

Proficient with statistical and financial concepts. Must have the ability to apply those concepts to tracking, projections, goal setting and interpreting reports. Must be able to draw conclusions from reports and make cost effective decisions regarding programs.

Reasoning Ability

Ability to solve practical problems and deal with a number of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form. Ability to work independently and as a member of a group in developing and executing project plans. Ability to work in theoretical arena and apply logic as appropriate.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand; walk; use fingers, hands, reach with hands and arms; and talk and hear. The employee is required to sit. The employee may occasionally be required to stand and lift and move up to twenty-five pounds. Specific vision abilities required by this job include close vision. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually moderate, and could include interaction with other staff, students, and the public, telephones, and other office equipment.

Salary Range: \$60,000-64,000

To Apply

We invite qualified candidates to apply on-line via our electronic application which requires submission of a résumé and three professional references.

<https://recruiting.ultipro.com/HOO1003HOODC/JobBoard/58a51caa-edd5-4489-a43e-478413a6c821/?q=&o=postedDateDesc>

If you need assistance with the on-line application process, please email humanresources@hood.edu or call (301) 696-3592.

Hood College is committed to diversity in its faculty and staff and subscribes to a policy of hiring only individuals legally eligible to work in the United States. EOE/AAP/M/F/Vet/Disability Employer

Hood College does not discriminate on the basis of sex, race, color, national origin, sexual orientation, gender identity or gender expression, marital status, pregnancy, disability, religion, or age in recruitment, admission and access to, or treatment, or employment in its programs, services, benefits, or activities as required by applicable laws including Title IX of the Educational Amendments of 1972 and Section 504 of the Rehabilitation Act of 1973, and complies with the law regarding reasonable accommodation for disabled applicants and students. Inquiries about discrimination or reasonable accommodation should be referred to the Title IX and Section 504 Coordinator at Alumnae Hall, 401 Rosemont Avenue, Frederick, MD. 21701 (AD 312), (301) 696-3592. For complete information on Hood College's nondiscrimination policy, please visit <http://www.hood.edu/non-discrimination/>.