

## **Position Description** **Director of Annual Giving**

**Purpose:** The Director of Annual Giving plans, organizes, implements and evaluates a strategic annual giving program that raises unrestricted and restricted gifts for UMKC through the solicitation of alumni, parents, students, faculty, staff and friends. The Director collaborates with colleagues in University Advancement and the UMKC Foundation to coordinate annual giving solicitations.

**Organizational Relationships:** The Director of Annual Giving reports to an Assistant Vice President. To effectively fulfill the responsibilities of the position, the Director must work closely with Gift Processing, Data and Software Services, Prospect Research, Major Gift Directors and External Relations and Constituent Relations staff. The Director will also interact with deans and other unit heads.

### **Essential Duties:**

1. Plan, develop and implement a strategic plan of action with objectives, timelines and evaluation plans for the annual giving program, to include identification, cultivation and soliciting of annual gifts from alumni, parents, friends, faculty and staff. (15%)
2. Design and conduct mass solicitation programs via direct mail, call center and online giving. Ensure gifts of this nature are renewed; implement monthly giving and mid-level donor programs; work in coordination with the Director of Communications to ensure donors are properly recognized. (40%)
3. Oversee the faculty and staff campaign, identifying, recruiting, soliciting and training employee volunteers; working with Foundation's Director of Communications and UMKC's marketing department to craft a university-wide communication plan about the campaign; provide timely updates and recognition to university employees. (20%)
4. Plan and manage crowdfunding campaigns including project solicitation and selection, content gathering, campaign strategy, and training. (10%)
5. Develop and implement a plan of reporting annual giving need, progress and impact to the university and external constituents, in context of the university's strategic plan and vision. Serve as an advocate for UMKC annual giving programs to staff, faculty and potential donors. Ensure the timely and consistent production of monthly and year-to-date reports. (5%)
6. Foster the growth of best practices in the supporting areas of gift processing, data management and donor relations as related to annual giving and the Foundation as a whole. (5%)
7. Stay abreast of annual giving trends and strategies including social media and other digital fundraising tactics. (5%)

**Knowledge Required:** Extremely important are the knowledge and ability to create, execute and/or support, and oversee a comprehensive annual giving plan, as well as:

- Proven skills and ability to manage multi-phase projects from inception to completion, including the ability to build consensus among team members and balance multiple concurrent priorities.
- Demonstrate analytical and fundraising skills with the ability to recognize opportunities, identify critical, high pay-off activities and prioritize them to attain goals.
- Openness to new ideas and their implementation. Ability to react and adapt to changing situations appropriately.
- Ability to listen carefully to and understand customers' needs, both internally and externally, and proactively respond to those needs in a consistent and timely manner.
- Must also be detail-oriented, well-organized, focused and goal-oriented, with a high level of initiative.

**Education and Experience:** Bachelor's degree is required as is a minimum of five years of experience, preferably in higher education (or a comparably complex organization), in annual giving, development, advancement services or related field. Also, one year prior successful project management and supervisory experience.

**Supervisory Controls:** Incumbent must exercise substantial independence of administrative authority and discretion in areas such as program planning, design, implementation and solicitation. Goals, priorities, and major projects are reviewed and discussed on an on-going basis with the AVP. The Director of Annual Giving will oversee the call center manager and associated contract relationship.

**Guidelines:** Guidelines are provided by the goals and objectives of the position, by fundraising strategies and techniques, and by the goals of the UMKC Foundation and the mission of the University. Confidentiality and discretion are mandatory.

**Complexity:** The ability to interact comfortably, tactfully, and effectively with varied internal and external constituencies is essential. Incumbent interacts on behalf of the Foundation with donors from all of its various constituencies. Must display a high level of maturity and personal integrity and ability to understand, develop, and sustain resilient and dynamic relationships with donors, colleagues, senior management and students.

**Scope and Effect:** Responsible for building and maintaining a strategic annual giving program. Success in this role affects the donor pipeline and future major gifts.

**Environmental Demands:** This position does not require unusual physical ability. Little physical exertion is involved, although considerable pressures exist; ability to handle tension and stress in a positive manner is required. No risks or discomforts are imposed upon this position by the physical surroundings or job situation. Some travel, as well as evening/weekend work, is required.

**Salary Range:** Commensurate with experience.

**About the UMKC Foundation:** The UMKC Foundation is a separate but affiliated enterprise that is devoted to raising funds for the University of Missouri-Kansas City, and for exercising fiduciary



responsibility over endowments and other philanthropic investments made to UMKC.

If you are interested in helping grow the culture of philanthropy that supports UMKC, please send your cover letter and resume to: [contact@umkcfoundation.org](mailto:contact@umkcfoundation.org)