

# **Chaminade University of Honolulu Position Description**

## **I. Position Information**

Title: **Director of Annual Giving Programs**

Department: Advancement

Full-time, 12 month

Classification: E/A/M II

Exempt

## **II. Reporting Relationship(s)**

This position reports to the Vice President for Advancement.

## **III. Position Summary**

### **PRIMARY PURPOSE**

The Director of Annual Giving Programs plans, directs and manages all aspects of the Annual Fund (a.k.a. "Fund for Chaminade") and related programs. S/he develops themes, appeals and stewardship activities. The Director has primary responsibility for the Annual Fund's premier giving society, The President's Council, including the recruitment and management of members, identification, solicitation, cultivation, and recognition activities. Sets regular benchmarks for monitoring progress and develops strategies to meet challenges and maximize opportunities.

### **JOB SCOPE**

Work involves a high degree of contact with individuals both inside and outside the University and therefore requires advanced interpersonal communication skills. Requires a high degree of judgment. Works independently to manage time and projects while reporting supervisor on a regular basis, mostly for planning purposes. Access to sensitive materials requires a high degree of confidentiality.

## **IV. Duties and Responsibilities**

### **ESSENTIAL FUNCTIONS (95%)**

The Director of Annual Giving Programs:

1. Develops and implements a plan for annual solicitation of our mass group of donors. Plan will include overall fund goals determined by the Vice President of Advancement and objectives to increase and broaden annual giving among alumni and other constituents. Ongoing evaluation of plan to be conducted, making any necessary adjustments to realize yearly goals.
2. Works in partnership with University Communications and Marketing (UCM) team to develop key messages, and utilize state of the art, strategically designed and integrated fundraising approaches, involving

compelling direct mail pieces, online giving, social media and personal touches.

3. Ensures that appropriate donor cultivation, solicitation and stewardship strategies are implemented and produces (with UCM) collateral materials for the program, including Honor Roll of Donors, e-newsletters, brochures, web site, direct mail materials, invitations and acknowledgement letters.
4. Places a high emphasis on donor relations, involving personal contact into strategies for both solicitation and cultivation.
5. Cultivates and solicits donors at all levels, specifically the President's Council.
6. Coordinates all events that are required to thank donors for their gifts and to cultivate new donors.
7. Executes the Chaminade 'Ohana campaign to encourage high rates of 100% giving in staff and faculty. Works to ensure 100% giving among advancement co-workers.
8. Works with prominent volunteers, including the Chaminade Board Members, in a peer-to-peer solicitation to ensure to ensure 100% board participation in annual giving.
9. Records donor touches in Raiser's Edge to keep supervisor and fellow solicitors informed on work with donors. Assists with maintaining data in the University's prospect management and tracking system, Raiser's Edge. Gains sufficient software savvy to do simple queries and pull lists.
10. Assists with program and department events which may take place in evenings/nights and weekends.
11. Ensures the internal integration of all components of the program and integrates effectively with the overall development and communications program.
12. Keeps abreast of industry best practices. Reviews potential for designated annual giving strategies and incorporates.

**Disclaimer:** This list of responsibilities is not exhaustive. The percentages regarding the essential and non-essential functions of the job are not precise and are only an approximation, which can vary on a day-to-day basis and are subject to change on an as-need basis and/or in the sole discretion of supervisory management.

#### **SECONDARY FUNCTION (5%)**

1. Performs other duties as assigned.
2. Performs additional duties as assigned by the Vice President for Institutional Advancement.
3. Demonstrates ability to work as a member of a team.

#### **V. Qualifications and Education**

*General:* The successful candidate will have 3-5 years of experience in annual fundraising or related marketing and sales experience, with evidence of increasing success and program growth. S/he will be an enthusiastic advocate of personal,

team, and institutional goals, and be experienced in project management with bottom line responsibility. Excellent written and verbal communication skills and attention to detail, as well as demonstrated success in donor/client relations and project management are essential.

*Minimum Education:* Bachelor's degree required.

*Technical Skills:* Familiarity with computer systems and software as well as ability to analyze future software needs.

*Physical Requirements:* Candidate must be able to traverse the campus, stoop, bend, climb stairs, lift approximately 10-20lbs., and have finger dexterity.

**VI. Marianist Identity/Native Hawaiian & Pacific Island Serving:** An expressed willingness to respect and support the Catholic and Marianist identity of Chaminade University of Honolulu and to perform all duties in a manner consistent with Marianist educational values and mission of the University. Understanding of and respect for the University's designation as an institution serving students of Native Hawaiian and Pacific Island ancestry.

**Approved by:**

\_\_\_\_\_  
**Supervisor**

\_\_\_\_\_  
**Date**

**Acknowledgment of Employee**

I acknowledge that I have received, reviewed and fully understand this job description. I further understand that I am responsible for the satisfactory execution of the essential function described therein, under any and all conditions as described.

**Employee:**

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date