



POSITION DESCRIPTION

Department: University Advancement
Working Title: Associate Director of Development (ADoD)
Job Code: 3318
Time Base: Full time
Position Number: 10073184
MPP Job Code: U115

Position Reports To: Sr. Director of Development
Classification: Administrator 1
Range Code: 1
Exempt or Non-Exempt: Exempt
Last Update: 4/16/2026

PURPOSE OF POSITION:

The Associate Director of Development plays a critical role in advancing the University’s fundraising priorities by strategically managing a comprehensive donor pipeline. This position is responsible for the full lifecycle of donor engagement including identification, qualification, cultivation, solicitation, and stewardship activities. It requires exceptional time management and organizational skills to effectively prioritize and move prospects through each stage while maintaining momentum across a diverse portfolio. Success in this role depends on strong communication abilities to clearly articulate the University’s mission and impact while building trust and meaningful relationships with a broad range of constituents.

A key focus of the position is frontline fundraising with a special focus on gifts requiring demonstrated success across both annual giving and major giving, in the \$5k-\$25k+ range. The Associate Director applies strategic thinking to assess donor readiness, align opportunities with institutional priorities, and move prospects thoughtfully from initial engagement to major gift consideration. This work is grounded in a disciplined approach to planning and execution, supported by a strong work ethic and a commitment to achieving measurable results that contribute to divisional and university wide fundraising goals.

The role also emphasizes the use of data informed strategies to guide decision making and portfolio management. By analyzing donor trends, engagement metrics, and giving patterns, the Associate Director develops targeted approaches that enhance effectiveness and maximize philanthropic outcomes. This analytical mindset, combined with sound judgment and adaptability, ensures that efforts remain focused, efficient, and aligned with evolving institutional needs.

Collaboration is central to the success of this position, as the Associate Director works closely with internal partners and external stakeholders to maximize philanthropic opportunities. The ability to effectively engage, influence, and coordinate with colleagues, donors, and community members is essential to building a strong culture of philanthropy. Through these efforts, the Associate Director advances the University’s mission and upholds its commitment to diversity, equity, inclusion, and access, fostering an environment where philanthropy supports broad and meaningful institutional impact.

MAJOR RESPONSIBILITIES:

	<u>% of Time</u>
1. Leadership/Management	20%
2. Strategic Planning	20%
3. University/Community Partnership	20%
4. Functional Oversight/Fundraising Operations	40%

LIST OF TASKS FOR EACH MAJOR RESPONSIBILITY:

1. LEADERSHIP / MANAGEMENT:

Serves as a positive change agent and role model aligned with CSUSM values. Exercises sound judgment in addressing complex donor, stakeholder, and operational issues. Collaborates effectively with colleagues across University Advancement and campus partners. Shares best practices and contributes to a culture of accountability, inclusion, and continuous improvement. May provide functional guidance or mentorship to support staff, student employees, or volunteers, without formal supervisory responsibility.

2. STRATEGIC PLANNING:

Develops and executes individual portfolio strategies focused on donor pipeline growth and movement. Uses data, prospect research, and fundraising metrics to inform qualification and solicitation strategies. Aligns donor interests with institutional priorities and campaign goals. Contributes to annual and long-term fundraising planning efforts.

3. UNIVERSITY / COMMUNITY PARTNERSHIP:

Builds and maintains relationships with donors, prospects, alumni, and community partners. Represents CSUSM through on- and off-campus donor engagement activities. Collaborates with faculty, deans, and campus partners to develop compelling donor strategies. Effectively negotiates and gains commitment through relationship-based fundraising approaches.

4. FUNCTIONAL OVERSIGHT / FUNDRAISING OPERATIONS:

Manages a dynamic portfolio of annual giving and major gift prospects. Qualifies new prospects and advances donors through cultivation, solicitation, and stewardship stages. Conducts discovery visits and develops tailored engagement and solicitation strategies. Secures gifts at the annual and major gift levels in alignment with assigned goals. Maintains accurate and timely documentation in the donor database. Partners with Annual Giving, Prospect Research, Stewardship, and Advancement Services to ensure coordinated donor engagement. Prepares gift proposals, briefings, and reports to support fundraising outcomes.

PROVIDES LEAD DIRECTION OF OTHERS

This position does not include supervisory responsibilities.

REQUIREMENTS OF POSITION:

1. List education and experience required.

- Bachelor's degree plus two years of progressively responsible work experience in fundraising or related field; or an equivalent combination of education and experience. Will consider transferable skills from fields outside of fundraising that demonstrate the ability to advance philanthropy for the university.
- Strong writing skills, preferably writing grant and/or philanthropic proposals.

Preferences

- i. Experience in diverse, equitable and inclusive philanthropy.
- ii. Demonstrated commitment and ability to advance the University's goals in the areas of diversity and inclusive excellence.
- iii. Work experience in an academic setting, ideally Public Higher Education.

2. List knowledge, skills, and abilities required for this position.

Leadership/Management:

- Commitment to CSUSM's mission and goals as a student-centered university dedicated to teaching excellence and active learning with a university first perspective and a customer focused strategy.
- A commitment to diversity, inclusiveness, and equity in all areas of the university.
- Ability to show a clear and understandable vision for the Division of University Advancement, engage the university community in the implementation of the vision, and build the operational components to execute the vision.
- Ability to lead and enable groups of people to face challenges and achieve results in complex conditions.
- Ability to lead courageously by addressing difficult issues.
- Ability to prioritize and manage issues based on sense of urgency and importance of the issues.
- Ability to ensure confidentiality around sensitive issues.
- Ability to initiate and support innovation with creativity, openness to change, flexibility, responsiveness, and future focus.
- Ability to identify current and future challenges and propose and implement effective solutions.
- Experience making effective decisions with sound analytical ability, good judgment, and strong operational focus.

Strategic planning:

- Experience in strategically supporting growth and/or change.
- Experience creating and implementing long and short-term goals.
- Experience in determining and coordinating resource allocations.
- Ability to collaborate with multiple entities to plan and accomplish the objectives in the university's strategic master plan, coordinating ongoing multiple large and complex projects from conception to completion in a centralized and highly regulated environment.

- Ability to find solutions that result in prudent decisions, to promote mutual satisfaction and positive action, and to develop imaginative approaches to achieve individual, unit and institutional strategic initiatives.
- Ability to apply forward-thinking and creative thought with high ethical standards to develop strategic vision.

University/Community Partnership:

- The ability to work effectively and build strong alliances internally and externally with a diverse range of individuals to bring the University community together around shared goals focused on inclusiveness and equity.
- Ability to recognize, understand, and appreciate distinct roles across the institution, leading with a culture of care.
- Experience with applying principles of higher education advancement and philanthropy to strengthen university–community partnerships.
- Knowledge of the regional community landscape, including key industries, nonprofits, and civic partners.
- Demonstrated ability to build trust and credibility as a representative of the university within the community.
- Experience collaborating across campus units and with external partners to develop mutually beneficial initiatives.
- Proven ability to identify, develop, and advance partnership opportunities that support fundraising and institutional growth.

Functional Oversight/Fundraising Operations:

- Demonstrated success in proposal writing, and in the identification, cultivation and solicitation of major corporate, foundation, and individual gifts.
- Demonstrated success in securing and stewarding five to six figure gifts from corporate, foundation and individual donors.
- Ability to work with volunteers and corporate, foundation, and university leaders at the highest levels and with diverse campus and community members.
- Extensive, successful experience in building partnerships with faculty and external constituents.
- Ability to make frequent on and off-site presentations to individuals and corporate leaders.
- Excellent oral and written communication skills.
- Ability to communicate effectively and with purpose to a variety of audiences.
- Successful negotiation and persuasion skills.
- Experience managing multiple relationships and priorities while maintaining strong attention to detail and follow-through

3. List machines, tools, equipment, and motor vehicles used in the performance of the duties.

- Standard office and communication equipment.

4. List unique working conditions.

- Occasional overnight travel.

5. Other Employment Requirements

- The person holding this position is considered a ‘mandated reporter’ under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment. Limited Reporter.
- This position is subject to a background check including, but not limited to, employment verification, education verification, reference checks and criminal record checks. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position
- This position is a “designated position” in the California State University’s Conflict of Interest Code. The incumbent in this position is required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices Commission. This position is required to file the Form 700 under disclosure category 2.
- Must participate in required campus trainings including, but not limited to, CSU’s Gender Equity and Title IX training and Data Security and FERPA training.

PURPOSE AND NATURE OF WORK RELATIONSHIPS:

- Works collaboratively with liaison roles, development colleagues and other areas of campus as assigned to engage corporate, foundation and individual donors in programming and initiatives such as student aid, and diversity, equity and inclusion across campus.
- Daily/weekly interaction with faculty, staff, campus leadership, community volunteers, civic and business leaders to influence, gather and provide information, collaborate, consult, and resolve issues.

SALARY

Anticipated Hiring Salary Range: \$7,167 - \$7,334 per month

CSU Classification Salary Range: \$4,135 - \$12,288 per month

Salary is commensurate with the background and experience of the individual selected.

This position is eligible for a broad range of benefits, including medical, dental, vision, life and disability insurances, retirement (CalPERS), tuition waiver, vacation and sick leave. In addition, 15 paid holidays are offered each year; 14 scheduled on specific days and a Personal Holiday that may be taken any time during the year.

A comprehensive benefits summary for this position is available online by visiting our [Benefits Portal](#). The [CSU Total Compensation Calculator](#) demonstrates the significance of the benefits package.

APPLICATION PROCESS

Apply here: <https://csucareers.calstate.edu/en-us/job/558621/associate-director-of-development-university-advancement>

This position is open until filled. For assurance of full consideration, please submit application, cover letter and resume by 11:59pm on June 24, 2026.

Applicants who require an accommodation during the application or testing process due to a disability recognized under the Americans with Disabilities Act (ADA)/CA Fair Employment and Housing Act (FEHA) should notify the Office of Human Resources at (760) 750-4418 or e-mail: hr@csusm.edu.