

Position Title: Director of Annual Giving and Alumni Relations

Organization: Alfred State College

Salary: \$65,000

AFP-WNY Post Date : 09/27/23

DEADLINE TO APPLY: OPEN

Alfred State College (ASC) is seeking a highly motivated, outgoing individual with a passion for fundraising and engagement to join our exceptional team of professionals. Working closely with the Vice President, the Director of Annual Giving and Alumni Relations will initiate, develop, and execute all annual fund activities and constituent/alumni engagement while building a strong culture of philanthropy

RESPONSIBILITIES

- Develop and manage comprehensive Annual Giving and Alumni Relations program strategic plans with measurable goals, strategies/tactics, appropriate resource allocation, and benchmarks for measurement to promote and support the needs of the college, alumni, and friends, and ensure success of the Pioneer Fund.
- Manage an aggressive integrated marketing communications plan for the annual fund and alumni/constituent relations including, direct mail appeals, e-solicitations, social media, website, and magazine, etc. focused on shaping a sustainable tradition of annual support and continued engagement.
- Continue to grow the Alfred State President's Society leadership donor group of \$1,000+ donors by developing relationships with and stewarding alumni, parents, corporations and, "friends" of the college. Also, take the lead on planning the President's annual recognition dinner.
- Continue to build alumni affinity groups and targeted regional chapters by coordinating efforts and executing events that build affinity to the College and create a higher ROI for the annual fund.
- Develop and execute an annual stewardship plan, including planning special donor events.
- Continue to foster and enhance a culture of philanthropy on campus with faculty/staff and serve as the liaison with internal academic/club focused areas for fundraising.
- Assist work-study and students with fundraising activities including oversight of STAT: Students Today, Alumni Tomorrow.
- Analyze data and database information to continue increasing annual fund support and participation as well as alumni/constituent engagement.
- Work within the moves management system to upgrade donors, and to identify, cultivate, and solicit prospects for annual fund contributions.
- Assist in developing the bi-annual magazine publications: digital and print.
- Thrive in a high pressure, results oriented, deadline intensive environment.
- Create and manage budgets.
- Travel, primarily within New York. Occasional evening and weekend work required.
- Continue professional development activities and attend conferences.
- Maintain a professional, proactive, positive, highly collaborative, and performance-centric work environment.
- Other duties as assigned.

QUALIFICATIONS

- Associates degree required
- Five years equivalent experience in a related field

Preferred Qualifications:

- Bachelor degree preferred
- Alfred State College alumni preferred
- Experience in education or non-profit fundraising
- Raiser's Edge experience desired.

TO APPLY:

To apply, please visit: <https://alfredstate.interviewexchange.com/jobofferdetails.jsp?JOBID=167142>