

## **Director of Annual Giving**

**POSITION CODE:** 7789

**DEPARTMENT/ADMINISTRATION:** Division of Advancement

**POSITION:** Admin, Exempt, 12-month position

**SALARY RANGE:** \$95,000 - \$100,000

**HIRING RANGE:** Anticipated hiring range is near or at the minimum of the classification,

commensurate with candidate's education, experience, skills, and training.

**INTRODUCTORY PERIOD:** 12 Months

**AVAILABLE:** Immediately

### **BENEFITS OVERVIEW:**

<https://uredlands.sharepoint.com/sites/HR/Benefits/Forms/AllItems.aspx?q=benefit&FilterField1=%5FCategory&FilterValue1=2025%20Benefit%20Guide&FilterType1=Text&FilterDisplay1=2025%20Benefit%20Guide&id=%2Fsites%2FHR%2FBenefits%2F2025%20Open%20Enrollment%20for%20January%201%2C%202025%20%2D%20December%2031%2E%202025%2F2025%20University%20of%20Redlands%20Health%20Benefit%20Guide%20Open%20Enrollment%2Epdf&viewid=0867c3c1%2Deefa%2D4b49%2D9e04%2Df9c32e0e0ffc&parent=%2Fsites%2FHR%2FBenefits&parentview=7>

**POSTING DATE:** January 8, 2026

**APPLICATION DEADLINE:** Open Until Filled, Apply Immediately

### **Definition of Classification:**

Under the direction of the Executive Director of Annual Giving and Alumni Engagement, the Director of Annual Giving provides strategic leadership and direction for the University's comprehensive annual giving program, which encourages philanthropic support from alumni, parents, faculty, staff, students, and friends of the University. The Director develops and executes multi-channel fundraising strategies to strengthen donor participation, grow revenue, and advance the University's mission through unrestricted and designated annual support.

This position oversees all aspects of annual fundraising strategy, including direct mail, email and digital campaigns, giving days, student philanthropy, and

leadership annual giving programs. The Director partners closely with Advancement colleagues across alumni engagement, stewardship, and major gifts to ensure coordinated messaging, donor pipeline development, and a culture of philanthropy that supports long-term institutional goals.

This position requires flexibility to work evening and weekend hours and the ability to travel, as required. The position will be based primarily on the University of Redlands campus.

**Duties and Responsibilities:**

The duties and responsibilities include, but are not limited to, the following:

- Design and implement a comprehensive annual giving strategy that increases participation and total dollars raised, with a focus on donor retention, acquisition, and upgrades, while achieving established annual targets for the Redlands Fund, Woodbury Fund, and San Francisco Theological Seminary (SFTS) Fund.
- Manage all University-wide annual giving campaigns, including direct mail, email, social media, crowdfunding, and giving day initiatives.
- Analyze giving trends, establish data-informed goals, and provide regular reports on participation and revenue progress.
- Partner with Alumni and Community Relations to integrate annual giving efforts with alumni engagement programming and reunion campaigns.
- Leverage donor data, predictive modeling, and segmentation tools to drive participation and giving growth across diverse audiences.
- Utilize Slate CRM tools, analytics dashboards, and emerging technologies (including AI-assisted tools) to refine audience targeting, personalize outreach, and improve efficiency.
- Partner with Advancement Services and University IT to ensure data integrity, process optimization, and effective tracking of donor engagement.
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Apply insights from data visualization and trend analysis to inform strategy, improve donor retention, and identify upgrade opportunities.

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Manage a portfolio of leadership annual giving prospects for qualification, cultivation, and solicitation, with an emphasis on growing unrestricted support.

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Coordinate donor strategies with senior leadership, major gift officers, and the annual giving team to ensure effective donor pipeline progression.

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Recruit, train, and support volunteers to serve as peer-to-peer fundraisers, reunion gift leaders, and giving day champions.

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Represent the University and the Advancement Division through presentations, public speaking, and meetings with diverse stakeholder groups, including staffing Alumni Board of Directors meetings and committees.

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Supervise, coach, and evaluate members of the Annual Giving team, promoting a collaborative, inclusive, and goal-driven environment.

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Foster innovation, professional growth, accountability, and high performance among staff members.

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As a member of the Advancement team, participate fully in University activities such as Homecoming, Commencement, Annual Scholarship Luncheon, and Reunion weekends.

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Perform other duties and special projects as assigned or directed.

### **Qualifications Guidelines**

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Bachelor's degree in a related field.

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Minimum of three to five years of fundraising experience, preferably in annual giving and higher education.

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A valid California Class C driver's license with a good driving record is required.

**Knowledge and Skills:**

- Demonstrated success managing annual giving or related fundraising programs, including digital and direct marketing campaigns.
- Proven ability to use donor data, analytics, and reporting tools to inform strategy and measure success.
- Experience with CRM databases and comfort leveraging technology to enhance donor engagement.
- Understanding of current and emerging tools in AI, marketing automation, and personalized philanthropic communications.
- Professional integrity, sound judgment, and the ability to lead, motivate, and inspire a team in pursuit of shared goals.
- Excellent written, verbal, and interpersonal communication skills.
- Strong enthusiasm for fundraising and the mission of higher education, with a solid understanding of advancement, annual giving, and alumni relations.
- Proven experience developing persuasive and visually compelling appeals and marketing materials, with strong attention to detail and design.
- Ability to work under pressure, meet deadlines, solve problems effectively, and manage multiple priorities.
- Ability to plan, implement, and monitor programs effectively.
- Ability to work collaboratively with Advancement staff and campus partners.
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Strong organizational skills, attention to detail, and accountability for completing projects efficiently.

- Ability to effectively interact with a culturally and ethnically diverse population of students, faculty, and staff.
- Experience leading multi-channel fundraising campaigns and giving days.
- Familiarity with AI-assisted donor modeling, digital stewardship platforms, or machine learning applications in fundraising.
- Background in volunteer management and alumni engagement strategies.
- Experience managing, mentoring, and developing staff.

**Physical Demands:**

Incumbents regularly sit for long periods; walk short distances on a regular basis; travel to various locations to attend meetings and conduct work; use hands and fingers to operate an electronic keyboard or other office machines; reach with hands and arms; stoop or kneel or crouch to file; speak clearly and distinctly to answer telephones and to provide information; see to read fine print and operate computer; hear and understand voices over telephone and in person; and lift, carry and/or move objects weighing up to 25 pounds.

**TO APPLY:** A resume/CV and cover letter are required. In compliance with The Americans with Disabilities Act, if selected for the interview process and accommodations are needed, please call (909) 748-8040. **If you are unable to complete an application due to a disability, contact us at (909) 748-8040 to ask for accommodation or an alternative application process.**

**HIRING RANGE:** Anticipated hiring range is near or at the minimum of the classification, commensurate with candidate's education, experience, skills, and training. The University of Redlands is required to provide a reasonable estimate of the compensation range for this role. This range considers the wide range of factors that are considered in making compensation decisions including but not limited to experience, skills, knowledge, abilities, education, licensure and certifications, and other business and organizational needs. It is not typical for an individual to be offered a salary at or near the top of the range for a position. Salary offers are determined based on final candidate qualifications and experience. The full salary range for this position is defined as the Full Pay

Range. The budgeted salary or hourly range that the University reasonably expects to pay for this position is defined as the **Hiring Range**. Placement within the Hiring Range is determined by internal equity, and relevant qualifications.

**BACKGROUND CHECK:** Satisfactory completion of a background check (including a criminal records check) is required for employment. The University will make a conditional offer of employment, which may be rescinded if the background check reveals disqualifying information, and/or it is discovered that the candidate knowingly withheld or falsified information. Failure to satisfactorily complete the background check may affect the continued employment of a current employee who was conditionally offered the position.

**DRIVER'S LICENSE CHECK:** Possession of a valid Driver's License is required for certain positions. Employees in positions that require a valid Driver's License will be enrolled in the Department of Motor Vehicles (DMV) Government Employer Pull Notice Program which confirms possession of a valid driver's license and reflects driving record.

**PHYSICAL AND PSYCHOLOGICAL EXAMS:** For certain positions typically in Public Safety, Facilities, Athletics and Information Technology Services departments, employment is contingent upon a candidate passing a pre-employment physical exam with the ability to lift in excess of 50 lbs. Public Safety Officers, in addition to a pre-employment physical exam, will also be required to pass a psychological evaluation.

#### **FOR MORE INFORMATION VISIT**

<https://www.redlands.edu/offices-directory/offices/human-resources>

**SUBMISSION OF A RESUME OR APPLICATION INDICATES AGREEMENT THAT THE UNIVERSITY MAY VERIFY ANY AND ALL INFORMATION CONTAINED THEREIN.**

**MEMBERS OF UNDERREPRESENTED GROUPS ARE ENCOURAGED TO APPLY.**

**AN EQUAL OPPORTUNITY EMPLOYER**

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