

# Assistant Director, Annual Giving

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## Staff Posting Details

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### Position Information

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|--------------------|---|
| Requisition Number | P01238  |
| Position Type      | Staff   |
| Department         | Development Staff                                     |
| Working Title      | Assistant Director, Annual Giving                     |
| Classification     | State University Administrator 3 - Non-exempt - S9650 |

### Position Summary Information

|                              |                        |
|------------------------------|------------------------|
| Nature of position           | Permanent, Full-time   |
| If Temporary, Start Date     |                        |
| If Temporary, End Date       |                        |
| If part-time, hours per week |                        |
| If part-time, percent time   |                        |
| Days Worked                  | Monday - Friday        |
| Hours/Shift worked           | 8:00 a.m. to 4:30 p.m. |
| Union                        | SCUPA- SUA & GFPC      |

### Posting Detail Information

### Job Summary/Basic Function

## About the position:

The Assistant Director of Annual Giving works with the Advancement team, to strategically increase and solidify annual giving relationships within the University.

## Join Our Team at Millersville University!

**Position Salary:** \$60,753.00 annually  
**Plus a generous benefits package designed to support your well-being and future:**

- **Comprehensive Health Coverage** – Medical, dental, and vision insurance
- **Group Life Insurance**
- **Retirement Plans** – Choose from two excellent options
- **Tuition Waiver** – Invest in your education or your family's
- **Paid Time Off** – Vacation, sick leave, and holidays to recharge
- [Full Benefits Summary \(PDF\)](#)

## Why Millersville?

Nestled in beautiful **Lancaster County, Pennsylvania**, Millersville University is a proud member of Pennsylvania's State System of Higher Education. We're known for:

- **Strong student-faculty connections**
- **70+ undergraduate and 24 graduate programs**
- **A stunning campus and vibrant community**
- **Outstanding job placement for graduates**

With over **66,000 alumni** across the globe, our impact is far-reaching—and growing.

## Our Mission & Values:

At Millersville, we live by our **EPPIIC values** of **Exploration, Public Mission, Professionalism, Inclusion, Integrity, and Compassion**.

We are deeply committed to **Inclusive Excellence**—creating a welcoming, supportive environment where everyone can thrive. We believe diversity is a strength, and we actively seek individuals who bring unique perspectives and experiences to our community.

## Equal Opportunity for All:

Millersville University is an **equal opportunity employer**. We welcome applicants from all backgrounds and are committed to providing a workplace free from discrimination. Individuals from traditionally underrepresented groups are **strongly encouraged to apply**.

### Duties and Responsibilities

- Work independently and with the Director of Annual Campaigns to coordinate initiatives for annual giving programs, including planning and implementation of solicitations (mail, email, and phone) and cultivation of constituents, and management of solicitation calendar to meet annual giving fundraising goals, currently approximately \$350,000 annually.

- Work directly with design and print companies to design, develop and mail annual giving solicitations.
  - Assist in developing annual goals and plans for the alumni and annual giving programs.
  - Work with the Director of Annual Campaigns to stay within the print and postage budget for Annual Giving, determined by the Senior Director of Philanthropic Giving.
  - Utilize the Advancement database and division data metric reports to retrieve, analyze, and manage data related to alumni contributions to enhance long term stewardship of alumni donors and prospects.
  - Serve as one of the leads for planning and implementation of annual One Day Give fundraising campaign with Development and Alumni Engagement colleagues to raise a minimum of \$200,000 through online donations annually.
  - Coordinate affinity group fundraising (athletics, MU Arts, Holocaust conference, academic/department scholarships, etc.) including writing letters and emails and working with Development colleagues on strategy and implementation.
  - Ensure that alumni and other donors are appropriately acknowledged as leaders, volunteers, contributors, and donors.
  - Coordinate annual giving strategy and presence, and participate in major university events throughout the year, such as Commencement, Homecoming, and move-in day, as needed.
  - Contribute editorial content regarding annual giving appeals and donor impact stories to University Communications & Marketing staff as needed.
  - Provide fundraising content for alumni e-newsletter and broadcast emails.
  - Coordinate senior class giving and student philanthropy activities.
  - Identify and cultivate local and national foundations; write and submit letters of interest and full proposals to generate funds for university scholarships and programming.
  - Assist with management of student workers and volunteers as needed.
  - Assist Advancement staff with coordination and execution of employee giving campaign and coordinate with Student Affairs staff to include a parent giving program as part of ongoing parent outreach and engagement programming.
  - Communicate effectively with internal and external audiences daily.
- All other duties as assigned.

### Required Qualifications

- Bachelor's degree.
- One year experience in alumni engagement and/or annual giving either as a full-time employee, part-time employee, volunteer, or graduate assistant.
- Experience and proven success working with volunteers.
- Experience planning and executing social media/technology communication plans (Facebook, Twitter, LinkedIn, website management).
- Effective oral, written, and interpersonal communication skills.
- Documented exceptional writing, editing and proofreading skills with a high degree of accuracy
- Evidence of ability to work effectively with individuals from diverse cultures and racial and ethnic groups.
- Ability to manage multiple projects at the same time in a customer service-oriented environment.
- Demonstrated strong analytical and excellent problem-solving skills.
- Ability to work independently and in coordination with others.
- Strong collaboration skills.
- Commitment to inclusive practices and working with diverse student populations.
- Valid driver's license.
- Successful interview.
- Successful completion of three background checks.

### Preferred Qualifications

- Master's Degree
- Experience in a higher education setting.
- Raiser's Edge or similar constituent database and supervisory experience.
- Demonstrated research and analytical skills, initiative, creativity, and entrepreneurial orientation.

**Essential Functions**

**Please Note:** These duties are to be performed with or without an accommodation. We are committed to providing reasonable accommodations in accordance with Americans with Disabilities Act (ADA).

- Ability to work on campus in an office setting.
- Primarily work indoors, office setting
- May work outside for events, primarily around Homecoming or other special receptions/events.
- Limited physical effort required.
- Limited exposure to physical risks.
- Work is normally performed in a typical interior/office work environment.
- Ability to sit/stand for long lengths of time.
- Must be able to lift/pull/push up to 10 pounds.
- Dexterity of hands and fingers to operate a computer keyboard and mouse.

**Posting Open Date**

11/04/2025

**Posting Close Date**

11/18/2025

**Special Instructions to Applicants****Quicklink for Posting/Requisition**<https://jobs.millersville.edu/postings/14137>

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**Applicant Documents**

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**Required Documents**

1. Cover Letter/Letter of Application
2. Resume

**Optional Documents**

1. Curriculum Vitae
  2. Unofficial Transcripts 1
  3. Other Document 1
  4. Other Document 2
  5. Reference Letter 1
  6. Reference Letter 2
  7. Reference Letter 3
  8. DD 214
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**Supplemental Questions**

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Required fields are indicated with an asterisk (\*).