

### **Assistant Director of Annual Giving Communications**

Chatham University's Office of University Advancement is seeking a talented, collaborative individual to serve as Assistant Director of Annual Giving Communications. The Office of University Advancement cultivates, strengthens, and stewards relationships with the University's alumni, donors, students, and other constituents. Our work supports a diverse network of more than 15,000 living alumni and 2,200 undergraduate and graduate students through fundraising, professional development, and strategic engagement.

The Assistant Director of Annual Giving Communications will play a key role in setting and executing annual giving fundraising strategies, ensuring we achieve annual goals, and supporting our overall fundraising success. The Assistant Director will manage direct mail, email, and social media communications; build and launch a robust crowdfunding program that engages campus partners and supports donor acquisition efforts; and lead our student philanthropy programs to build a culture of philanthropy among soon-to-be alumni. The successful candidate will have the ability to:

- Work collaboratively with a diverse group of colleagues, constituents, and students
- Plan strategically and creatively with program goals top-of-mind
- Meet deadlines in a fast-paced environment
- Produce deliverables with accuracy and attention to detail
- Exercise sound judgement and discretion in the handling of confidential information

The Assistant Director of Annual Giving Communications will report to the Director of Annual Giving.

#### **Required qualifications:**

- Bachelor's degree or an equivalent combination of education and experience
- 2-3 years' professional experience in fundraising, communications, marketing, or a related industry
- Strong writing, editing, and communication skills
- Demonstrated experience managing multiple projects simultaneously
- Excellent customer service skills and experience building and maintaining effective relationships
- Ability to work 1-2 evenings per week and 1-2 weekends per year

#### **Preferred qualifications:**

- Prior experience in higher education or another nonprofit setting
- Knowledge of fundraising or direct response marketing best practices and processes
- Experience using metrics and data to inform decision-making
- Experience working in a donor database or CRM system
- Experience working with email marketing platforms
- Ability to work productively both independently and as part of a team

#### **Required application materials:**

- Interested applicants should submit a resume, cover letter, and three professional writing samples.

#### **Job Functions and Responsibilities:**

**Direct Mail and Email Solicitations: 35%**

- In collaboration with the Director, sets strategies that aim to increase alumni participation, donor retention, and acquisition in line with annual goals.
- Tracks and analyzes key performance metrics like total and net revenue, response rates, open and click rates, and retention rates to ensure we achieve annual goals.
- Creates and executes project timelines and successfully manages multiple projects simultaneously.
- Regularly monitors results and uses data and best practices to inform strategies and test segmentation.
- Manages design and production of direct mail, including writing appeals, exporting and segmenting donor lists, and working with designers and printers to ensure high quality and timely solicitations.
- Writes email content, creates templates in Constant Contact, and filters email lists.

**Crowdfunding: 25%**

- Responsible for successfully launching and expanding Chatham's crowdfunding initiatives.
- Develops a strategy and calendar for 4-6 crowdfunding campaigns designed to increase donor acquisition and alumni participation.
- Works closely with Director to execute the annual Day of Giving, managing all aspects of online giving and platform logistics and supporting efforts to increase alumni support and achieve alumni participation goals.
- Works with campus partners and other stakeholders involved in campaigns to achieve their fundraising goals and increase overall support for the University.
- Tracks and analyzes key performance metrics like individual campaign goals, donor acquisition rates, Day of Giving totals, and Day of Giving alumni support to ensure we achieve annual goals.
- Creates and manages campaign pages and promotes campaigns via email and social media.

**Student Philanthropy Programs: 20%**

- Supervises a team of four student employees, which includes a Digital Fundraising Assistant, Development Assistants, and Engagement Center Assistant.
- Manages the Student Phonathon program and tracks and reports on key performance metrics like total revenue raised, donor retention, and pledge fulfillment rate to ensure we achieve annual goals.
- Develops and executes a solicitation and stewardship plan for the senior gift program designed to acquire and ensure retention of new alumni donors.
- Works with volunteers from the senior class to achieve their fundraising goal.
- Coordinates the purchase and installation (if applicable) of each graduating class's senior gift.

**Operations Support: 20%**

- Manages monthly pledge fulfillment, including running reports and generating letters.
- Reviews, signs, and mails acknowledgement letters.
- Sends monthly stewardship reports to campus partners.
- Coordinates Anniversary Walk brick program.

- Performs other duties to support the efforts of the development team as assigned.