Director, Annual giving

Job Code 50011321

General Description
The lead person responsible for the planning and implementation of all annual giving programs at Texas State University – San Marcos. Annual gifts are defined as gifts ranging from $1-$10,000 that are contributed via the following methods: mail, telephone, electronically, personal solicitations and special events held on or off campus.

Examples of Duties
Communicate on a regular basis with major gift officers to identify and solicit annual giving prospects.
Assess and analyze the current Annual Giving structure and develop an overall strategic plan and budget to clarify goals and objectives for all Annual Giving initiatives.
Implement and evaluate the Reach for the Stars and the State Employee Charitable Campaign faculty/staff giving program.
Manage Parent Relations Coordinator, Parent’s Association and continually evaluating progress throughout the year.
Manage Student Call Center Coordinator and priorities for the program and continually evaluate progress throughout the read.
Identify and communicate training needs and opportunities for the Annual Giving staff.
Manage and mentor student intern in planning and implementation of Senior Giving program.
Implement and evaluate mailing, e-mail, matching gift and gift club programs throughout the year.

Knowledge, Skills, and Abilities
Knowledge of: Texas State structure; donor management data base; IRS policies governing charitable giving; Texas State related fundraising activities and organizations; various fundraising techniques and strategies beyond the basics of Annual Giving.

Skill in: Public speaking and presentations; problem solving and decision making; preparing clear documents and reports; team work and developing meaning relationships with donors.

Ability to: Interpret contracts written data segmentations; predict trends; communicate with external and internal constituencies; multitask; supervisor both directly and indirectly; exercise independent judgment.
**Experience and Education**
To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills, and abilities.

**Other Requirements**