Annual Giving Officer

Job Code 50032545

**General Description**
Oversee the implementation of annual giving initiatives and daily operations. Advise on strategy for growing and retaining annual donors to the university.

**Examples of Duties**
Establish, implement, and evaluate annual calendar of activities that proactively engages alumni and friends of the university.
Perform data analysis related to all aspects of the annual fund program. Evaluate current annual giving programs and make recommendations for program changes.
Identify and establish effective processes to improve data integrity and track and analyze fundraising results.
Implement and evaluate annual giving direct mail and e-peal solicitations including coordinating with donor services on segmentation strategy and list creation, and marking on solicitation design and mailing.
Oversee the phonathon program, including vendor management, strategy, priority setting, and evaluation process.
Improve the quality and coordination of the solicitations and stewardship communications sent on behalf of the university.
Implement the annual Family Campaign, including coordination of volunteers, communications, and celebration event.

**Knowledge, Skills, and Abilities**

**Knowledge of:** University policy and procedure

**Skill in:** troubleshooting and making adjustments; working and collaborating well with others; effective written and verbal communication.

**Ability to:** understand complex written data segmentations; compare and analyze data; perform intermediate math; make projections based on data.

**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**