
Job Title	Director of the Annual Fund
PVN ID	QC-2211-005197
Category	Managerial and Professional
Location	QUEENS COLLEGE
Department	Development
Status	Full Time
Annual Salary	\$70,000.00 - \$90,000.00
Hour(s) a Week	35
Closing Date	Dec 07, 2022 (Or Until Filled)

General Description

The Annual Fund Director is responsible for managing and growing a comprehensive and strategic annual giving program. Working closely with the Director of Development, the Major Gifts Team, and Alumni Relations, the Annual Fund Director will develop and implement efficient and effective cultivation and stewardship strategies for donors, alumni, and other constituents. They will oversee a volunteer peer-to-peer solicitor network, plan Loyal Donor Events, and support other development/alumni events as needed. They will also facilitate direct mail and online campaigns, including Giving Tuesday and the Senior Class Gift program. The Annual Fund Director will collaborate daily with all members of the Institutional Advancement (IA) Team, Academic and Administrative Departments, and current students at Queens College.

Other Duties

- Create a compelling case for support of Queens College's Annual Fund program for current and potential donors.
- Develop and implement a plan for increased Annual Fund support and participation rates across all constituencies including alumni, individuals, faculty/staff and current students.
- Revamp and manage a volunteer peer-to-peer donor network – which includes strategy, messaging, and goal setting – along with the recruitment, training, and retention of engaged volunteers.
- Direct the development and production of all Annual Fund materials, with help from the Creative Services and Communications Department for print, digital, and social media channels.
- Oversee Fall, Winter, Spring, Summer and Reunion class snail mail/email solicitation appeals.
- Oversee additional giving programs such as Giving Tuesday, Senior Class Gift Program, Commemorative Items and Departmental Newsletters.
- Utilize the Operations team and Prospect Researcher to determine appropriate targets and solicitation strategies for individuals.
- Be aware of database cleanup – utilize return mail to improve constituent records.

- Help plan and execute cultivation and stewardship events for donors and volunteers.
- Oversee the timely processing and acknowledgment of Annual Fund gifts.
- Assist the IA staff to support Alumni Relations, Professionals on Campus programs, and other events as needed.
- Produce internal and external progress reports that evaluate overall success of the Annual Fund against benchmarks and develop strategies to increase effectiveness for Director of Development and the Development Committee when needed.
- Keep current with best practices, innovative developments, and trends in the annual giving field with a focus on the higher education community.

Qualifications

- Proven skill at creating, drafting, and editing annual fund appeals.
- Volunteer management and personal gift solicitation
- Must be highly organized and detail-oriented
- Ability to multitask, and have exceptional writing and interpersonal skills
- Must be a collaborative team player
- Must take initiative and work independently, but be able to ask questions if help is needed
- Possess a demonstrated ability to work under pressure and meet deadlines
- Must be proficient in Microsoft Office and have a working knowledge of Raiser's Edge.
- Must have excellent communication and written skills
- Bachelor's Degree and two years of relevant development experience (preferably in higher education) is recommended.