

# WESTMONT COLLEGE

## **Director of Annual Giving & the President's Associates** **College Advancement**

**Summary:** The Director of Annual Giving & the President's Associates is responsible for managing all aspects of the annual giving program.

**Qualifications:** Requirements include: Baccalaureate degree; 3-5 years fundraising experience with a strong knowledge of annual giving and fundraising techniques; exceptional writing, editing, interpersonal and communication skills; ability to interact positively with volunteers and other college officials and to interface professionally with alumni, parents, students, administrators and faculty; good organizational and planning skills; expertise in utilizing Office Suite; ability to manage technology resources; personally supportive of the Christian character and mission of the College and able to articulate the distinctives of a Christian Liberal Arts education. Supervisory experience preferred; marketing and communication background desirable.

### **Responsibilities:**

1. Plan, manage and coordinate a comprehensive annual giving program to increase alumni giving, reach Westmont Fund goals and increase membership in Westmont's President's Associates giving club.
  - a) Develop strategies for segmenting target audiences, timing of solicitations, maximization of total dollars, new donor acquisition, and retention and upgrade of existing donors.
  - b) Manage students, volunteers, and technical resources to reach the Westmont Annual Fund goal.
  - c) Coordinate solicitations for other departments such as Reynolds Art Gallery and Warrior Sports.
2. Develop annual budget, monitor expenses, and analyze the return on investment of fund raising strategies.
3. Implement all programs and campaigns and ensure they are completed in a timely manner, including: Reunion Campaign; seasonal campaigns; Welcome Letters; Faculty/Staff Campaign; "Advance" periodical; Class Agent Program, Student Education and Senior Challenge; Student Phonathon; Student Ministry Campaign; LYBUNT Campaign; and others as needed.
4. Develop and implement comprehensive alumni campaigns with the goal of significantly increasing the percentage of alumni giving.
5. Oversee the President's Associates programs, including retention of current members, upgrading of donations by current members, recruitment of new members and all communications with them and stewardship events for them.
6. Implement all phone campaigns, including Fall and Spring Phonathons and thank you calls. Manage the technology resources for this program, including: computers, phones, automated calling software.
7. Implement all electronic solicitations.

8. Develop and maintain relationships with current annual fund donors and prospects.
9. Create brochures and other pieces of communication as needed.
10. Collaborate with the Director of Advancement Services on the recognition program for all annual donors.
11. Participate as a member of the advancement staff on projects, events, and other activities as needed.
12. Develop a comprehensive understanding and working knowledge of the donor software system including entry and retrieval of database information
13. Track and prepare regular reports on annual fund progress.
14. Supervise Annual Giving staff.
15. Expectations for workplace demeanor include but are not limited to: working collaboratively and harmoniously with co-workers, customers and others by sharing ideas and resources willingly, constructively and positively; listening to and objectively and respectfully considering the ideas and perspectives of others; readily admitting and correcting personal mistakes; meeting commitments; keeping your supervisor and others who may be affected informed about work progress; addressing problems willingly and constructively to discover practical and lasting solutions acceptable to all parties; working promptly toward reconciliation and forgiveness during conflict; respecting the diversity of our community in words and deeds.
16. Perform other related duties as assigned

**Reports to:** Executive Director of Alumni and Parent Relations

**Application Procedure:** Applications and resumes should be submitted to the Human Resources Department at Westmont College, 955 La Paz Road, Santa Barbara, CA 93108-1099