WESTMONT COLLEGE

Coordinator of Annual Giving
College Advancement

Position summary: Responsible for programs to increase awareness of and giving to the Westmont Fund.

Qualifications: Requirements include: Bachelor’s degree and 1 year work/internship experience – may include direct experience in a nonprofit setting, fundraising, coordinating work of volunteers, or administrative role in an office; personal affirmation of the Christian mission of Westmont College and the Community Life Statement and adherence to its behavioral expectations: excellent written communication and interpersonal skills; good organizational skills; proficiency with Microsoft Office Suite; willingness to learn additional software programs, including Web based email broadcasting program and campus database system. Occasional evening hours required.

Responsibilities:
Responsible for helping to achieve overall Westmont Fund goals through the following:

 Manage Student Philanthropy Education Program:
- Organize events that help create a school-wide culture of philanthropy and raise awareness of the Westmont Fund.
- Beginning with first year students and each class year thereafter, facilitate events for student philanthropy education and class giving campaigns.
- Collaborate with alumni office counterpart to create and organize the iGive campaign, Tuition Freedom Day, and Quizzo Night.
- Recruit, hire and train student employees to serve as iGive campaign chairs. Supervise chairs in recruiting, training and managing student volunteers, in collaboration with Director.
- Partner with Director to manage class giving campaign budget, determining expenses for events, promotions, giveaways; collaborate with gift processor to ensure proper pledge entry; work with advancement services and donor relations to trouble shoot issues arising from pledge/gift entry or tribute notices; track pledge, gift and tribute list (in Excel or database) to update committee, and to send pledge reminders.
- Oversee creation of scholarship fund account for each class each year; assess and report class giving campaign statistics, including dollars and class percentage raised, pledge fulfillment and multi-year comparisons.
- Utilize social networking sites to communicate with students.
- Stay apprised of best practices from other institutions and how we might benefit from new ideas.

 Coordinate Phonathon Program:
- Administrator for CAMPUSCALL software. Liaison with vendor to troubleshoot software issues.
- Work with Director to design pre-call mail. Revise scripts and fact sheets for callers and coordinate call scripts that match current direct mail appeals.
- Work with Annual Giving Administrative Assistant to ensure timely data entry of responses including pledge entries and pledge reminders.
- Request and review call prospect data before loading into CAMPUSCALL.
- Solicit businesses for in-kind gifts (as caller incentives).
- Collaborate with Director to recruit, hire, train and retain student callers.
- Track and report call results. Notify staff to follow up with call prospects as needed.
- Coordinate use of calling center with select departments. Assess and maintain phonathon resources and supplies.
- Partner with IT to ensure adequacy of technology for calling and maintenance of call center.
- Track costs and revenue of program to effectively manage budget.
- Stay apprised of phonathon best practices, suggest new ideas, update Director on all aspects of program and make recommendations on strategy, resources, etc.
- 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 respectively 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. Westmont
expects employees to avail themselves wherever necessary, demonstrating flexibility and openness to new requests and responsibilities in order to foster an environment of collaboration.

- Perform other duties as assigned.

**Reports to:** Director of Annual Giving