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: BA; 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, staff and faculty; good organizational and planning skills; expertise in utilizing Office Suite; ability to manage technology resources; personal affirmation of the Christian mission of Westmont College and the Community Life Statement and adherence to its behavioral expectations. Supervisory experience required; marketing and communication background desirable.

Responsibilities:

1. Achieve the annual giving goal for Westmont College, set by the President, the CFO and the VP of College Advancement and approved by the Board of Trustees.
2. Plan, manage and coordinate a comprehensive annual giving program to increase alumni giving, reach Westmont Fund goals and increase membership in The President’s Associates (TPA) giving society.
   a) Develop strategies for segmenting target audiences, timing of solicitations, maximizing total dollars, new donor acquisition, and retention and upgrade of existing donors.
   b) Provide support to others such as the Westmont Ridley-Tree Museum of Art, Music and Warrior Sports for their direct mail campaigns.
   c) Maintain a solicitation/direct mail calendar for all of Westmont.
3. Develop annual budget, monitor expenses, and analyze the return on investment of fundraising strategies.
4. Implement all programs and campaigns and ensure they are completed in a timely manner, including: Reunion Campaign; seasonal campaigns; Faculty/Staff Campaign; “Advance” periodical; Class Agent Program, Student Education and Senior Gift (iGive); Student Phonathon; and others as needed.
5. Develop and implement comprehensive alumni campaigns with the goal of significantly increasing the percentage of alumni giving.
6. Oversee the President’s Associates programs including retention of current members, increasing donations by current members, recruitment of new members and all communications.
7. 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.
8. Implement e-mail solicitations to coordinate with direct mail campaigns. Increase e-mail while decreasing direct mail campaigns whenever possible without compromising monetary results.
9. Work with College Communications and other members of OCA to create brochures and other pieces of communication as needed.
10. Serve as an active participant on the OCA Leadership Team and on projects, events, and other activities as needed.
11. Collaborate with the Director of Donor Services on the recognition program for all annual donors.
12. Develop and maintain comprehensive understanding and working knowledge of the donor software system including entry and retrieval of database information
13. Track and produce regular reports on annual fund progress.
14. Recruit, develop and retain staff; conduct annual reviews for direct reports.
15. Work collaboratively with the Directors of Development to help promote annual giving within their portfolios.
16. Monitor fundraising results; include new and innovative ideas in an effort to increase our connection with current donors and to attract new donors.
17. 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. 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.

18. Perform other related duties as assigned

Reports to: Assistant VP for College Advancement
Pay Range: $44,790 - $66,942/year

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