

## WESTMONT COLLEGE

### **Sr. Director of Annual Giving** **College Advancement**

**Summary:** The Senior Director of Annual Giving is responsible for managing all aspects of the annual giving program.

**Qualifications:** Requirements include: bachelor's degree; minimum of five 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. Also requires personal affirmation of the Christian mission of Westmont College and the Community Life Statement and adherence to its behavioral expectations and a clear understanding of, and the ability to articulate, the distinctives of a Christian liberal arts education. Expertise in utilizing Office Suite; CRM experience required, experience in Salesforce helpful; ability to manage technology resources. Supervisory experience required; marketing and communication background desirable.

#### **Responsibilities:**

1. Achieve annual giving fundraising goals for Westmont College set by VP.
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. Efforts may include print, electronic, phone, text and other campaigns.
  - 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. Identify staffing and other resources needed to realize annual giving goals.
5. 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 Philanthropy and others as needed.
6. In coordination with AVP develop and implement comprehensive alumni campaigns with the goal of significantly increasing the percentage of alumni giving.
7. Oversee the President's Associates programs including retention of current members, increasing donations by current members, recruitment of new members and all communications.
8. Implement e-mail solicitations to coordinate with direct mail campaigns.
9. In coordination with Public Relations and Marketing create brochures and other pieces of communication as needed for cultivation, solicitation and stewardship.
10. Serve 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 (Salesforce) including entry and retrieval of information.
13. Track and produce regular reports on annual fund progress.
14. Recruit, develop and retain staff; manage their performance.
15. Collaborate with the Directors of Development to promote annual giving within their portfolios.
16. Monitor fundraising results; develop new and innovative ideas to increase Westmont's 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 duties as assigned.

**Reports to:** VP for Advancement

11.19