

WESTMONT COLLEGE

Assistant Director of Annual Giving

Annual Giving

Position summary: Responsible for the creative and relational responsibilities of Annual Giving, execute events for Student Philanthropy and provide administrative support for programs.

Qualifications: Requirements include: Bachelor's degree and 3-4 years of work experience – may include direct experience in a nonprofit setting, fundraising, or administrative role; personal affirmation of the Christian mission of Westmont College and the Community Life Statement and adherence to its behavioral expectations; excellent written and verbal communication skills; demonstrated gift as powerful storyteller; good organizational skills; facility with detail and logistics; proficiency with Microsoft Office Suite; website maintenance experience/aptitude; willingness to learn additional software programs, including Web based email broadcasting program and campus database system. Previous experience using Colleague and Salesforce a plus.

Responsibilities:

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

Creative Writing

- Write inspirational and need-based stories about students, alumni, faculty and the institution, compelling donors to financially support the college.
- Draft quarterly messages from college leadership to members of The President's Associates.
- Write thank you letters used in mail and email stewardship streams.

Donor Relations

- Contact donors who recently made a sizeable gift to the college to express gratitude and report the gift's impact.
- Meet with donors locally—on occasion—to thank them for their generosity and discover what compels them to support Westmont.

Programs

- Plan, develop and execute strategies for Student Philanthropy Education.
- Manage the Class Agents Network and coordinate bi-annual events.

Research

- Discover story ideas for upcoming campaigns by perusing the college's print and digital archives, engaging with students and alumni, and working with the Admissions, Donor Relations, and Financial Aid departments.
- Research key information on donors to assist in the campaign segmentation process.
- Research fundraising practices at other universities and recommend opportunities to improve practices.

Administration

- Update donor information in Salesforce to improve data quality and donor accessibility.
- Monitor macros programmed to input data into Salesforce and Excel spreadsheets.
- Mail donor letters on behalf of the Annual Giving Director.
- Contact print vendors to discuss the logistics and progress of mail campaigns.

Data Analytics

- Run reports in the campus database system. Analyze the data, reporting trends and anomalies to the Director of Annual Giving.
- Work with the Middle Donor portfolio and make data-driven recommendations on who should be elevated to the Major Donor portfolio.
- Improve digital marketing by enhancing web content for the Annual Giving website.

Overall Expectations:

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.

Reports to: Director of Annual Giving