

**Director of Annual Giving  
Clark College Foundation  
Job Description**

**Title:** Director of Annual Giving

**Department:** Development  
annum

**Salary Range:** \$70K - \$80K per

**Reports to:** V.P. of Development (directly)

**Supervises:** Annual Giving Assistant (.5 employee)

**Effective date:** TBD

**General Position Summary:**

This position reports directly to the vice president of development. Partnering with the development staff as well as the greater foundation and college teams, the director develops and implements the annual fund, leadership giving program, sponsorship program, and employee giving campaign - securing gifts and underwriting opportunities from constituents including alumni, friends, and staff of Clark College, as well as businesses and other organizations. These solicitations will be made through various efforts such as direct marketing, one-on-one visits, events, and other strategies.

**Essential Functions/Major Responsibilities:**

**Strategic Management (60%):**

1. Work with the vice president to develop and manage all components of the annual fund and sponsorship programs, including the evaluation, conceptualization, development, writing, packaging, mailing, and reporting of solicitations to constituents.
2. Work with development leaders to help create, manage and monitor annual work plans and budgets for the annual fund and sponsorship programs, ensuring the most efficient and effective use of foundation resources at all times.
3. Work with foundation leaders to support individual and teamwork performance.
4. Responsible for devising and executing strategies to secure annual fund and sponsorship contributions, including encouraging repeat donors to increase their contributions from year to year, reactivating lapsed donors and increasing donor retention.
5. Manage the Clark College employee giving program, which includes guiding a volunteer committee, to promote and increase employee giving. Work with college units, division and departments to promote the employee giving campaign and to promote their departments during

- give days or through special fundraising appeals.
6. Coordinate the creation and distribution of annual marketing information and materials with the executive director of communication and marketing, and with outside vendors, including graphics and printing service providers, mailing services, etc.
  7. Work with the advancement services team to effectively document all contacts with donors and prospective donors to report and retrieve data and to analyze the effectiveness of strategies and programs. The director and his/her/their team will utilize Raiser's Edge and designated data systems as the sole tools for planning executing and recording all strategic annual giving and sponsorship activities.
  8. Work with advancement services and the director of stewardship and special projects to acknowledge, receipt and thank annual fund and sponsorship contributors.
  9. Work with volunteers, board members and community professionals as assigned to help create, manage and monitor the foundation's annual giving programs.

#### **Annual Fund and Sponsorship Solicitation - (40%)**

1. Based on strategic plans and schedules developed under the direction of the vice president of development, the director of annual giving will maintain a portfolio of approximately 30-40 individuals and organizations whose annual gifts total less than \$10,000. They will both solicit and maintain or increase the donors' connection to the college. These solicitations will be accomplished using electronic and so-called "traditional" methods and will include, but are not limited to direct mail, email and individual requests. Review new gifts as they come in and identify prospects to be added to the portfolio of the director of annual giving.
2. Work with development staff, to identify and solicit sponsorships of approved foundation events and activities, primarily (but not necessarily limited to) the annual gala and give days.

In addition, the director of annual giving will perform other responsibilities that impact on the cultivation and stewardship of assigned major gift opportunities including: strategically creating, coordinating and attending special events; working with alumni-related programs and activities; thanking donors; entering appropriate contact information into the Raiser's Edge system to document interactions with donors and potential donors; working with Clark College administrative and academic leaders in support of development activities; reporting/monitoring her/his/their own activities and productivity; and other related responsibilities as required.

**Note:** The responsibilities listed above may not include all duties performed by this position. Clark College Foundation reserves the right to assign other appropriate work as may be required to support the needs and purposes of the organization.

### **Job Scope:**

Position encounters frequent new and varied work situations, which involve a moderate degree of complexity. Complexity is due to interactions with diverse groups of people and involvement with varied projects and responsibilities of the CEO, Board of Directors, Development, and Administrative staffs. Position requires working from some established procedures, but often determining own practices and procedures for assigned responsibilities. Operates independently with appropriate supervision and as a team member and team leader. Must maintain confidentiality regarding decisions and documents.

### **Supervisory Responsibility:**

This position has a 0.5 FTE that reports to it

### **Interpersonal Contacts:**

1. One of the most important things nonprofit organizations need to do is build relationships; building relationships should be front and center in everything that is required of this position.
2. Contacts are normally made both inside and outside the organization. Contacts are made in person, by phone, by e-mail, or a virtual platform such as Zoom, with Board members, committee members, donors, alums, community leaders, and campus staff and faculty, and frequently involve confidential/sensitive information.

### **Specific Job Skills:**

Outstanding interpersonal and communication skills, both oral and written, including the ability to draft reports, correspondence, meeting minutes, and copy and to edit the writing of others. Ability to operate a personal computer, standard office software programs, and office equipment (photocopier, fax, phone). Outstanding organizational skills, including helping others (both subordinates and executive staff) in organizing their work and priorities. Skill and aptitude to supervise and mentor other staff. Ability to manage multiple priorities and entire projects, including coordinating projects that involve participation from multiple individuals. Ability to make decisions within a shared decision-making environment and exercise sound judgment, including knowing when to act independently and when to seek guidance/input before taking actions. Flexibility to adapt to changing and sometimes conflicting priorities. Ability to maintain a

professional demeanor and service orientation at all times, including in stressful situations.

**Mental and Physical Requirements:**

Requires interpersonal skills, teamwork, and the ability to read, write, speak, and understand English at a level necessary to successfully perform assigned responsibilities. Decision-making, discretion, problem analysis, customer service, and independent judgment or action are required. The need to hear, talk, sit, handle, and use repetitive motions of hands/wrists is frequent. Some lifting is required.

**Education and/or Experience:**

Associate or bachelor's degree in a relevant field preferred. Four to six years of experience in progressively responsible administrative support positions, or two years in an administrative or program supervision/management position, or an equivalent combination of education and experience is required.

**Job Conditions:**

The position is a full-time, 40-hours per week position, generally during the hours of 8 a.m. and 5 p.m. However, the position requires the flexibility to work occasional evenings, weekends, and altered schedules to accommodate project deadlines, donors/alumni needs, and meetings/events that occur outside of usual business hours. Access to and ability to operate a motor vehicle and provide proof of automobile insurance and possession of a current driver's license.