

Job Title: Assistant Director of Development

Functional Job Title: Assistant Director of Development - Direct Marketing and Donor Participation (DMDP) – Office of Annual Giving Programs (AGP)

Date: 12/23/14

Code: Grade: 55

Supervised by: Senior Associate Director of Development

Description and Responsibilities

Assistant Director works closely with the Senior Associate Director on direct marketing annual giving campaigns for designated units to achieve fiscal year dollar and donor goals within an approved budget. Responsible for planning, managing, and executing all direct mail and email solicitations for assigned units. Serves as direct AGP liaison with units in portfolio and represents those units' interests within AGP. Directly supervises one Graduate Student Program Assistant. As part of the annual giving team, responsible for the total annual giving results.

Assistant Director specific responsibilities:

Manage Data and Content for Assigned Annual Fund Programs and Units

- **(40%) Project Management**
 - Through meetings and conversations with internal and external staff as well as outside vendors, plan and implement a fiscal year direct marketing plan for each assigned unit
 - In coordination with internal and external staff as well as outside vendors, create and execute all direct mail appeals and e-solicitations for assigned units on an ongoing basis; ensure quality and timely execution of solicitations; oversee print and design work, complete direct mail job request forms outlining specifics for execution of each appeal
 - Write or secure all copy for solicitations for assigned units—and other units upon request—utilizing information acquired through interviews, research, or provided by UR Medicine Public Relations/Marketing departments
 - Acquire signed HIPAA release forms from grateful patients being featured in solicitations, as well as scanned signatures from letter signers
 - Acquire photos from UR Medicine Marketing for solicitations as needed
 - Manage approval process for plans, messaging, copy, designs, etc. for assigned units
 - Create fiscal year budget estimates, monitor expenditures, ensure overall cost-effectiveness of direct mail efforts for assigned units

- Develop new direct marketing strategies and test new approaches for assigned units
 - Request online landing pages for each mailing through Advancement Internet Projects staff
 - Work with unit staff to post giving messages on social media and online homepages for Giving Tuesday, UR Day of Giving, calendar year-end, and fiscal year-end
 - Give presentations summarizing assigned units' annual giving direct marketing results and activities to internal and external staff upon request
- **(40%) Data Management/Analysis**
 - Request all mailing data files for unit solicitations through Oasis Support Team
 - Manage data: Prepare data based on segmentation parameters, edit for accuracy, send to unit staff for review, assign ask amounts and coding, securely upload to appropriate vendor
 - Obtain all suppression files necessary for each mailing and run suppressions that can be completed in-house
 - Submit all final mailing files to appropriate internal staff to be uploaded donor and patient databases
 - Work with Oasis team and Annual Fund report lead to create new Cognos reports if/when an existing report does not include all information needed for a particular project to analyze solicitation efforts
 - Review, track, analyze, and report solicitation results, including comprehensive quarterly AGP reports; make recommendations to unit staff; update plans as needed
 - Review weekly stewardship report and make edits as necessary to ensure quality of data for thank-you letters and e-mails sent to donors; assign stewardship segments; notify GDR of changes to be made in Oasis
- **(10%) Communications**
 - Conduct interviews with grateful patients and/or caregivers to secure all stories to be featured in solicitations for assigned units, and other units upon request
 - Through ongoing meetings and conversations, build and maintain positive relationships with internal and external partners, unit staff, physicians, PR and marketing staff, designers, and vendors; meet quarterly with unit staff to report results and go over plans for the upcoming quarter
 - Serve as primary Annual Fund contact within Advancement for assigned units

- Write new acknowledgement letters semi-annually; distribute new letters to appropriate internal and external staff for approval; order stewardship materials as needed
 - Work with Advancement Internet Projects staff to update online thank-you emails as needed
 - Coordinate with appropriate UR Medicine Advancement staff to ensure caregivers are notified of any gifts made in their honor, special requests from donors are met, etc.
 - Monitor AGP online pages for community units; notify appropriate internal staff of necessary updates
- **5% - Supervise One Graduate Student Program Assistant**
 - Manage the hiring process: Work with HR to post the job description, screen all applications, conduct phone interviews, schedule internal interviews, and coordinate with HR to hire the desired candidate
 - Train the hiree on various duties, such as data analysis, direct mail tracking, research projects, benchmarking projects, gift processing, writing acknowledgement letters, etc.
 - Review projects completed by the graduate student to ensure accuracy; provide constructive feedback
 - Coordinate with other Annual Fund staff to ensure the graduate student always has projects to work on
 - Serve as the day-to-day supervisor and mentor to the graduate student
 - Report progress to Senior Associate Director regularly
- **5% - Other**
 - Coordinate with internal/external staff to create ads for unit-based publications
 - Research and request to attend at least one professional conference each year
 - Participate in webinars—as time allows—related to direct marketing to stay up-to-date on the latest trends and strategies
 - Conduct calendar year-end and fiscal year-end LYBUNT calling to a group of donors assigned by the AVP of Annual Giving; ask donors to renew their support over the phone
 - Research unsolicited/unknown gifts on a weekly basis to determine correct appeal codes, if applicable
 - Maintain an internal spreadsheet to track prospects' special handling requests when they do not have a record in Oasis or MAS
 - Other projects as assigned

Requirements

A Bachelor's degree is required. Ideally the candidate will have 4-5 years of development and/or direct marketing experience. General knowledge of higher education or hospital fundraising is also preferred. Candidate must be able to **handle extensive data management**, be well-organized and attentive to detail, possess excellent communication and writing skills, be proficient in Microsoft Excel, and have the ability to multi-task and work within a complex organization.