

Job Title: Assistant Director of Development

Functional Job Title: Assistant Director of Development – Strategic Marketing Initiatives (SMI)
– Office of Annual Giving Programs (AGP)

Date: 1/28/15

Code: Grade: 55

Supervised by: Senior Associate Director of Development

Description and Responsibilities

Assistant Director works closely with the Senior Associate Directors on direct marketing annual giving campaigns for designated units to achieve fiscal year dollar and donor goals within an approved budget. Responsible for data management, as well as planning, managing, and executing all direct mail and email solicitations for assigned units. 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

- **(65%) Academic 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
- **(30%) Project Management**
 - 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 Public Relations/Marketing departments
 - 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
- **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.