

Assistant Director, Annual Giving Programs

PG: 55

Reports to: Director of Academic and Medical Programs, Annual Giving Programs

General Purpose:

With considerable latitude and room for independent judgment, develops and implements an entire strategic plan and budget for eSolicitations, Young Alumni outreach, Crowdfunding, and overall eInitiatives for Annual Giving Programs (AGP). While keeping current with trends in the industry directs daily maintenance of Annual Giving web site and online presence, social media, email outreach, crowdfunding programs, and all weekly stewardship through email to meet the overall development plan. Serves as a main contact point for Annual Giving online initiatives and approves and assists in developing strategies for other departments.

SPECIFIC RESPONSIBILITIES:

- 25%: In conjunction with the Executive Director, the Director of Academic and Medical Programs, and collaboration with Digital Strategies and Communications, creates customized digital tactical strategies for all unit annual fundraising goals across Annual Giving Programs; including but not limited to: AGP-focused schools/units/departments/hospitals, the George Eastman Circle, OneRochester, Reunion, and Parents Program projects. Keeps track of the budget and makes decisions on if the strategies are fiscally possible.
- 25%: Strategize and implement Young Alumni annual giving campaign for digital, direct mail, phone, social, and other mediums to meet donor participation goals. Work in collaboration with partners across Advancement, and closely with Director of Academic Direct Mail program. Ensure appropriate stewardship for Young Alumni takes place.
- 20%: Organize, create and maintain Crowdfunding projects for Advancement, while working with all University and Medical Center partners on various digital fundraising initiatives. Build/maintain relationships with various University and Medical Center partners which accounts which can help communicate AGP marketing needs and strategize how they can impact the overall campaign goals.
- 15%: Make decisions on marketing communications and solicitation emails, with no room for error, to represent the University to current and potential future donors. Help create and upload written communication for letters and direct email copy. Control pictures, graphs, format, and information to be included in solicitations. Upload central eNewsletters when needed. Help with basic graphic design when needed. Maintain the email and Young Alumni portion of the overall AGP solicitation calendar.

- 15%: Serve as liaison within AGP for online initiatives, as well as between AGP and Advancement, with authority to direct toward final goals. Maintain a budget for all potential projects.
- Work closely with writer and design teams in order to meet deadlines for solicitation execution.
 - Develop and test new approaches (ex.: Crowdfunding). Analyze the program data results throughout the year to achieve goals.
 - Collaborate with graphic design when needed for online, print, social media, and email marketing materials.

Perform other responsibilities as assigned.

REQUIREMENTS:

A Bachelor's degree, as well as 4 years of professional experience preferably with marketing and/or fundraising experience. Familiarity with InDesign, Photoshop, and Adobe creative products as well as iModules desired. Candidate must be well organized, possess excellent communication skills and follow through with tasks, and writing ability, as well as the ability to work within a complex organization. Must also have the ability to take initiative on projects and stay updated on ever-changing technology and marketing strategies to be able to apply toward the Advancement office.