

# **Director, Parents Program**

## **PG 58**

### **OVERVIEW**

The Director, Parents Program, reporting to the Executive Director of Advancement for the College, will play a crucial role in developing new and implementing existing strategies and initiatives for the Parents Program's efforts in the areas of parent major gift fundraising. This position will focus his/her fundraising efforts on the parents' prospects.

The Director's primary emphasis will be on developing parent prospects capable of making gifts of high six-figures and above, as well as high level volunteer engagement, including with University Trustees and other senior volunteer leaders. He or she will ensure the Parents Program gift officer and regional gift officers are regularly engaging parent prospects and equipping them with content and knowledge for that engagement.

The Director manages and will further develop the Parents Leadership Committee and the Parents Council, groups of parent donors committed to the University.

### **SPECIFIC RESPONSIBILITIES:**

With broad latitude for independent action, the Director will provide:

#### **(60%) PORTFOLIO MANAGEMENT**

Manage a portfolio of major, leadership and principal gift parent prospects and a sufficient schedule of individual visits and travel to assure wise engagement of these prospects. (10%) Collaborate with University Advancement officers on all annual, major, and principal gifts, as needed. (30%) Initiate and/or strengthen relationships with major gift parent prospects; (20%) create strategies for and solicit donors capable of contributing gifts of \$100,000 or more.

#### **(15%) PARENTS LEADERSHIP COMMITTEE AND PARENT COUNCIL MANAGEMENT**

Recruit members to the Parents Leadership Committee and Parent Council and develop a structure that engages and rewards participation on the committee. Regular engagement with and stewardship of members as part of the normal cycle of cultivating and soliciting prospects.

#### **(15%) EMPLOYEE MANAGEMENT**

Provide leadership and guidance to the Assistant Director and Administrative Assistant for the Parents Program. Conducts weekly/monthly employee meetings to review deliverables and addresses workflow. Prepare and deliver performance evaluations for direct reports.

#### **(10%) COLLABORATION**

Partner with all University offices, manage and refine systems for gathering and managing data on parents that assist in the efficient management and coordination of all Advancement activities.

### **QUALIFICATIONS:**

### Skills and Experience:

- Bachelors degree with a minimum of seven years' of experience, preferably Advancement experience in soliciting high level annual gifts, experience soliciting major gifts, an understanding of and comfort with the special challenges of working in a complex and diverse academic environment. Masters degree preferred. An equivalent combination of comparable experience will be considered.
- Supervisor experience is required.
- Proven ability to interact with varied constituencies in a professional manner.
- Strong staff management, team-building, and training skills.
- Ability to set priorities and manage several projects simultaneously and exercise critical thinking skills to determine the best use of resources for reaching goals to support the University's mission.
- Proficiency in rating capacity and propensity of prospect/donors.
- Excellent analytical, interpersonal, and communication skills, including strong written and verbal skills.
- A career history of commitment to the highest professional and ethical standards.