

JOB DESCRIPTION

Job Title (30 character limit)	Assistant Director, Annual Giving Programs	Job Code	1210
Division/Function	Advancement	Career Level/ Grade Level	P3/055
Reports To	Associate Director, Annual Giving Programs	FLSA	Exempt

GENERAL PURPOSE

The General Purpose provides a concise, high level overview of the role, level, and scope of responsibility consisting of 3-4 sentences. It provides a basic understanding of the job and a concise summary of why the job exists and how it makes an impact.

As a member of the Office of Annual Giving Programs (AGP), and with latitude for independent judgment, the Assistant Director, Annual Giving Programs (Academic) works within a team environment to align projects with goals, constructs detailed workplans, achieves milestones, and communicates results across a team. The Assistant Director develops, implements, and evaluates direct marketing strategies for Annual Giving Programs (AGP), with a concentration in the development and use of business analytics to consult members of AGP and University Advancement teams on efficient and effective use of direct marketing channels that drive philanthropic growth.

The ideal candidate will have production experience and strong communications skills with work plan development and progress oversight. S/he will be expected to prepare and present regular progress updates to appropriate management channels, ensuring the innovation we seek is being achieved.

JOB DUTIES AND RESPONSIBILITIES

This section contains a description of the 4-7 separate duties and responsibilities that make up the position. Assign each responsibility a percentage of time (increments of 5% and no one responsibility greater than 25%) to total 100%. Select an indicator (Y/N) for essential function and remote work. Job Duties should be listed in order of percentage of time, with highest percentage first. When estimating percentage of time, it can be considered that 10% of a week is 5 hours or 5 weeks in a year.

Responsibility	% of Time Spent (Must total 100%)	Essential* Function (Y/N)	Can Be Performed Remotely (Y/N)
Work with management (direct response) <ul style="list-style-type: none"> Manage multiple projects and priorities simultaneously in a fast-paced environment Liaise with management and colleagues and defines project requirements, scopes, and objectives that align with AGP goals Offer primary assistance to DRT unit heads in driving the year-long solicitation plan for these units, serving as a strategist who plans and executes in close collaboration with DRT staff 	25%	Y	Y

Responsibility	% of Time Spent (Must total 100%)	Essential* Function (Y/N)	Can Be Performed Remotely (Y/N)
<p>Make evidence-based strategic decisions and recommendations regarding data, to include targeted constituencies, ask amounts, segmentation and testing, all with an end of increasing revenue and donor participation</p> <ul style="list-style-type: none"> • Manage one fundraising unit, Mt. Hope Family Center to include preliminary design, copy, execution of revisions, approvals, proofs, mailings, timely execution of the production schedule, inventory control, strategic planning, analysis, reporting, etc. • Contribute to DRT team management of student call center by participating in weekly strategy meetings, proofreading program materials, and maintaining data integrity through review of nightly logs and comment forms 			
<p>Office Support</p> <ul style="list-style-type: none"> • Manage and maintain the team's general email inbox and distributes messages accordingly • Work with GDR on gifts that are mailed in and returned mail • Manage daily comment forms from student phonathon and distributes for follow up • Work with Associate Director to inventory, order, and manage all mailing stationery and office supplies • Manage email and mailing list reports for various DRT print and email projects; uploads same lists into Oasis for tracking 	25%	Y	Y
<p>Data</p> <ul style="list-style-type: none"> • Drive overall growth of DRT analytic capacity into line with that of peer institutions' direct response programs • Benchmark against peer institutions • Identify, track, and highlighting ways to improve direct response metrics (e.g., retention) • Assist the Associate Director in creating, maintaining (on an ongoing basis), and improving analytic dashboard(s) that inform 	25%	Y	Y

Responsibility	% of Time Spent (Must total 100%)	Essential* Function (Y/N)	Can Be Performed Remotely (Y/N)
<p>AGP outreach and provide intelligence on overall and unit performance and opportunities for improvement</p> <ul style="list-style-type: none"> Obtain and distribute AGP's status report, Academic Wave Analysis (2x week) additional analysis as required, call center block report (and any other related phonathon reports as needed) and enters appeal codes on a weekly basis. Reviews gifts received with unsolicited appeal codes and assigns correct appeal codes as necessary 			
<p>Communications and Outreach</p> <ul style="list-style-type: none"> Write and review content for marketing materials including invitations, direct mail appeals, social media posts, powerpoint presentations and websites, draft emails, and invitation letters. Assist with stewardship efforts for the office Coordinate the sending of additional giving information to those who request it through student calling program, including mailing physical letters and coordinating emails with digital team 	20%	Y	Y
<p>Other duties as required by the Executive Director or other Annual Giving staff. In addition to the other duties that will arise from time to time, may occasionally be asked to provide back-up coverage for and assist other annual giving staff.</p>	5%	Y	Y

**Essential functions are those functions that the individual who holds or desires the position must be able to perform with or without a reasonable accommodation. A job function may be deemed essential based upon several factors such as whether: 1. the position exists for performance of the function; 2. the number of employees available who can perform the function and limitations on the ability to reassign it; or 3. the degree of skill or expertise required to perform the function.*

QUALIFICATIONS

This section lists the level of job knowledge (such as education, experience, knowledge, skills and abilities) necessary to do this job and whether it is required or preferred. Required qualifications are the minimum level of qualifications needed to perform this job. Preferred qualifications are "nice to have", but are not essential to the day-to-day functions of the job.

	Description	Required/Preferred
Minimum Education	Bachelor's Degree	Required
Experience	4-5 years development and/or office management experience Or an equivalent combination of education and experience	Required
Knowledge, Skills & Abilities	Candidate must be well-organized and attentive to detail, innovative, mission-driven, possess excellent communication and writing skills, and can work within a complex organization, exercising tact and discretion in communicating to various campus partners. Advanced excel skills to include knowledge of pivot tables and formulas General knowledge of office operations and fundraising	Required
Certification		

JOB SCOPE

Place an "X" next to the **ONE** statement that applies the majority of the time in each category.

Critical Thinking	
	Basic level of problem solving ability. Follows policies and procedures where facts are readily available.
	Moderate level of problem solving ability. Gathers and interprets data to solve routine problems that require verification. Some independent judgement required.
X	Independent level of problem solving ability. Resolves semi-complex problems that require independent judgement.
	High level of problem solving ability. Integrates and interprets data from diverse sources to find solutions to very complex problems.
Freedom to Act	
	Work is closely managed and reviewed for accuracy and adequacy. Follows specific, outlined and detailed instructions.
X	Work is accomplished with moderate supervision. Follows established and detailed directions. Work is reviewed for accuracy and overall adequacy.
	Work is accomplished with limited direction. Determines and develops approach to solutions. Work is evaluated upon completion to ensure objectives have been met.
	Work is accomplished without considerable direction. Exercises judgement in selecting methods, techniques, and evaluation criteria in obtaining results. Exerts significant latitude in determining objective of assignment. Takes calculated risks with consultation from an expert.
	Works with minimal direction toward predetermined long-range goals. Acts independently to determine methods and procedures on new or special assignments. Determines and pursues courses of action essential in obtaining desired results. Takes calculated risks.
Supervision of others (including hire/fire)	
X	No supervisory responsibility
	Non-supervisory leader (Example: team leader, coordinator, or mentor)
	Supervisory (two or more fulltime direct reports or equivalent)
Planning	
	Executes goals and objectives established by supervisor or manager.
X	Develops individual goals and sets individual daily priorities and tasks. Goals and objectives are monitored by supervisor or manager.
	Develops and executes goals and objectives for a department or functional group. Recommends and gives input to strategic initiatives.
	Creates business strategies for long-term strategic objectives. Monitors results of initiatives.
Consequence of Error	

	Failure to accomplish results can normally be overcome without significant effect on the organization.
	Failure to achieve results or erroneous judgements may require allocation of additional resources to correct and/or achieve goals.
X	Failure to obtain results or erroneous judgements or recommendations would normally have serious results and may require substantial expenditure of resources to correct and/or achieve goals.
	Erroneous decisions or recommendations would normally result in the inability to reach crucial organizational objectives and may have prolonged effect, as well as the expenditure of substantial resources.
	Erroneous decisions or recommendations would normally result in failure to reach goals crucial to significant organizational objectives and would profoundly affect the image of the organization.
Financial Responsibility (Please check all that apply)	
X	Signing responsibility
	Manage pre-determined budget
	Independent judgement and responsibility to develop employer or departmental budget
	Responsible for revenue generating processes less than or equal to \$1M
	Responsible for revenue generating processes \$1M to \$5M
	Responsible for revenue generating processes greater than \$5M
	Independent judgement and authority to commit the employer in matters of significant financial impact

PHYSICAL/SENSORY REQUIREMENTS AND WORKING ENVIRONMENT		
<i>Indicate the physical/sensory requirement for each activity. Also indicate weight requirements where applicable</i>		
Activity	Rarely, Occasionally, Frequently, Continuously or N/A**	Weight***
Stationary Standing	Occasionally	
Sitting	Frequently	
Walking	Occasionally	
Crawling	N/A	
Balancing	N/A	
Lifting/Carrying	Occasionally	
Pushing/Pulling	Occasionally	
Bending	Occasionally	
Squatting	Occasionally	
Kneeling	Occasionally	
Twisting/Turning	Occasionally	
Climb	N/A	
Stoop	N/A	
Overhead Reaching	Occasionally	
Typing/Keyboarding	Frequently	
Driving (car/equipment)	Occasionally	
Critical Thinking/Organization	Frequently	
Talking on Phone	Frequently	
Talking in Person	Frequently	
Hearing in Person	Frequently	

****Key to frequency codes:**

R = Rarely (less than 0.5 hours per day)

O = Occasionally (0.6 - 2.5 hours per day)

F = Frequently (2.6 - 5.5 hours per day)

C = Continually (5.6 - 8.0 hours per day)

N/A = Not Applicable

***Weight: Up to 10lbs; Up to 20lbs; Up 35lbs; Up to 50lbs; Greater than 50lbs

Hazard Assessment

Please enter a "Y" next to any hazard that this job is subjected to in a **normal** workday

Hazard Present (Y/N)	Hazard Type	Hazard Description
N	Chemical	<p>Toxic: A chemical that exposes a person by absorption through the skin, inhalation, or through the blood stream that causes illness, disease, or death. The amount of chemical exposure is critical in determining hazardous effects. 1910.1000 for chemical hazard information.</p> <p>Flammable: A chemical that, when exposed to a heat ignition source, results in combustion. Typically, the lower a chemical's flash point and boiling point, the more flammable the chemical. Check MSDS for flammability information</p> <p>Corrosive: A chemical that, when it comes into contact with skin, metal, or other materials, damages the materials. Acids and bases are examples of corrosives.</p>
N	Explosion	<p>Chemical Reaction: Self-explanatory</p> <p>Over Pressurization: Sudden and violent release of a large amount of gas/energy due to a significant pressure difference such as rupture in a boiler or compressed gas cylinder.</p>
N	Electrical	<p>Shock/Short Circuit: Contact with exposed conductors or a device that is incorrectly or inadvertently grounded, such as when a metal ladder comes into contact with power lines. 60Hz alternating current (common house current) is very dangerous because it can stop the heart.</p> <p>Fire: Use of electrical power that results in electrical overheating or arcing to the point of combustion or ignition of flammables, or electrical component damage.</p> <p>Static/ESD: The moving or rubbing of wool, nylon, other synthetic fibers, and even flowing liquids can generate static electricity. This creates an excess or deficiency of electrons on the surface of material that discharges (spark) to the ground resulting in the ignition of flammables or damage to electronics or the body's nervous system.</p> <p>Loss of Power: Critical equipment failure as a result of loss of power.</p>
Y	Ergonomics	<p>Strain: Damage of tissue due to overexertion (sprains and strains) or repetitive motion.</p> <p>Human Error: A system design, procedure, or equipment that is error-provocative. (A switch goes up to turn something off).</p>
N	Excavation (Collapse)	Soil collapse in a trench or excavation as a result of improper or inadequate shoring. Soil type is critical in determining the hazard likelihood.
Y	Fall (Slip, Trip)	Conditions that result in falls (impacts) from height or traditional walking surfaces (such as slippery floors, poor housekeeping, uneven walking surfaces, exposed ledges, etc.)
N	Fire/Heat	Temperatures that can cause burns to the skin or damage to other organs. Fires require heat source, fuel, and oxygen
N	Mechanical/Vibration (Chaffing/Fatigue)	Vibration that can cause damage to nerve endings or material fatigue that results in a safety-critical failure. (Examples are abraded slings and ropes, weakened hoses and belts.)
N	Mechanical Failure	Self-explanatory; typically occurs when devices exceed designed capacity or are inadequately maintained.
N	Mechanical	Skin, muscle, or body part exposed to crushing, caught-between, cutting, tearing, shearing items or equipment.
N	Noise	Noise levels (>85 dBA 8 hr TWA) that result in hearing damage or inability to communicate safety-critical information
N	Radiation	<p>Ionizing: Alpha, Beta, Gamma, neutral particles, and X-rays that cause injury (tissue damage) by ionization of cellular components.</p> <p>Non-ionizing: Ultraviolet, visible light, infrared, and microwaves that cause injury to tissue by thermal or photochemical means.</p>
N	Struck by (Mass Acceleration)	Accelerated mass that strikes the body causing injury or death. (Examples are falling objects and projectiles.)
N	Struck Against	Injury to a body part as a result of coming into contact of a surface in which action was initiated by the person. (An example is when a screwdriver slips.)

N	Temperature Extreme (Heat/Cold)	Temperatures that result in heat stress, exhaustion, or metabolic slow down such as hypothermia.
N	Visibility	Lack of lighting or obstructed vision that results in an error or other hazard.
N	Weather	Phenomena (Snow/Rain/ Wind/Ice) Self-explanatory.

Approvals

HR Business Partner:

Compensation Analyst:

Approver:

Signature

Date

