

WARTBURG COLLEGE
POSITION DESCRIPTION

Title of Position: Annual Giving Program Manager

Date Posted: May 2018

Function of Position:

Responsible to the Director of Annual Giving for hands-on management of the student phonathon program and athletic fundraising. Will also assist with strategic planning for development and execution of multi-channel solicitation strategies.

Duties and Responsibilities:

1. Assist with the overall segmentation strategy and goal setting for the phonathon program in support of Annual Giving goals. (5%)
2. Prepare training materials, scripts, motivational strategies, and timeline to support the segmentation strategy and reach the goals of the phonathon program. (5%)
3. Manage the day-to-day operations of the student phonathon program. (50%)
 - a. Recruit, interview, hire, and train approximately 40 student callers and manage their employment.
 - b. Directly supervise 11 weeks of calling shift in the fall and spring semester.
 - c. Track phonathon program progress both nightly and overall against measurable outcomes. Analyze results of program and formulate methods for improvement.
 - d. Manage and troubleshoot the automated calling system as needed.
 - e. Create a balanced atmosphere of performance and fun to motivate caller's results.
4. Manage athletic teams fundraising through a multi-channel approach. (25%)
 - a. Set meetings with Coaches and Assistant Coaches to create solicitation calendar for the year and plan what mediums of solicitation you will use.
 - b. Work with Office Coordinator and student interns to create direct mail, email, social media, and crowdfunding materials for meetings and later, solicitations.
 - c. Keep the solicitation calendar up to date and follow-up with Coaches as needed to ensure items are going out on time.
 - d. Assist with creation of Booster Club solicitation letter and execution of campaign.
5. Assist in implementing crowdfunding programs and scheduling future crowdfunding projects, especially those that involve sports teams or are sports related. (10%)
6. Work with Director of Annual Giving to plan, develop, and execute direct mail and email strategies for solicitation, stewardship, pledge and matching gift fulfillment, and donor retention. (5%)
7. Perform other duties as assigned and pursue ongoing professional development.

Supervision:

Employee works closely with other Annual Giving staff members to develop strategies and proceeds independently, working towards established objectives.

Qualifications:

Requires a Bachelor's degree from an accredited college/university and preferred two years of experience in development or a related area. Strong preference given to experience in non-profit call center as either a manager or caller. Skills required include an understanding and appreciation of philanthropy; strong written and communication skills; strong analytical and organizational skills; aptitude and experience with computers and technology needed to meet objectives; ability to organize and prioritize multiple work assignments; ability to lead others in a team environment; and a strong appreciation for the liberal arts college and mission.

Hours:

Hourly position requiring 38.75 hrs per week. This position requires evening and weekend hours for 11 weeks in both the fall and spring semester, maintaining a Sunday – Thursday schedule of (1:00pm – 9:30pm). Hours not during the fall and spring calling sessions will be Monday-Friday (8am-4:30pm). Additional evening or weekend hours may be required during events like Homecoming or UKnight Day.

Application Procedure:

Send letter of interest, including a statement regarding qualities you offer within the context of the Wartburg College mission, résumé, and contact information for three references electronically to: hr@wartburg.edu. See www.wartburg.edu for further information about the college. Screening begins immediately and continues until position is filled.

Wartburg College is a selective liberal arts college of the ELCA, nationally recognized for community engagement. As an affirmative action, equal opportunity institution, Wartburg College actively seeks applications from women and members of ethnic and minority groups.