

**WARTBURG COLLEGE**  
**POSITION DESCRIPTION**

**Title of Position – Graduate Assistant Institutional Advancement Annual Giving Engagement**

Preparation Date: January 2024

Wartburg College is dedicated to challenging and nurturing students for lives of leadership and service as a spirited expression of their faith and learning. Founded in 1852, Wartburg College is a selective liberal arts college internationally recognized for its community engagement and academic excellence.

The institution is at an exciting moment as it embarks upon “Our Brightest Days: Realizing Purpose, Leading Change,” the College’s new strategic plan. As indicated in the newly adopted vision statement, “Wartburg College is called to be the leading institution in education of the whole person. Together, we create an inclusive community combining diverse curricular and co- curricular experiences to prepare students to be resilient leaders of positive change through service in a complex world.”

**Principle Duties and Responsibilities**

1. Oversee the Knights Fellowship program in partnership with the Director of Stewardship and Special Gifts
  - Research loyalty programs and best practices.
  - Identify segments for solicitation through various channels.
2. Oversee Digital Giving
  - Research giving platforms.
  - Review current website presence.
  - Recommend changes based on best practices and work with Marketing and Communications to implement.
3. Calling/Texting/Digital Outreach
  - Research calling at other institutions to determine optimal scale and goals. Look at the use of texting for 1:1 outreach.
  - Develop recommendations on implementation and focus, including what channels to use for solicitation, stewardship, etc.
  - Integrate the Jenzabar Communications Module to maximize 1:1 outreach through digital engagement.
4. Research best practices in
  - Giving societies and donor recognition.
  - Online giving platforms and website presence
  - Use of student calling in annual giving plans

**Minimum Requirements**

- Requires a bachelor's degree from a regionally accredited college/university.
- Requires strong written and digital communication skills.
- Candidate must have excellent project management skills, including flexibility, problem solving and leadership development skills.
- Must be enrolled in the prescribed MA in Leadership courses each term.
- Must maintain an overall grade point average of 3.00 while in the GA program.
- Must meet the eligibility requirements for employment within the United States.
- Must successfully complete a background screening.

**Application Procedure**

Send a 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](mailto:hr@wartburg.edu). For specific inquiries contact [scott.leisinger@wartburg.edu](mailto:scott.leisinger@wartburg.edu). **Please note before an offer of a graduate assistantship can be extended, a student needs to be fully admitted to the [Master of Arts in Leadership](#). Application information can be found here and questions regarding the application can be sent to [gradstudies@wartburg.edu](mailto:gradstudies@wartburg.edu).** See [www.wartburg.edu](http://www.wartburg.edu) for further information about the college. Screening begins immediately and continues until the position is filled.