

WARTBURG COLLEGE
POSITION DESCRIPTION

Title of Position: Assistant Director of Annual Giving (ADAG)

Date Posted: July 2021

Function of Position:

This full-time, 12-month position is responsible to the Director of Annual Giving for hands-on management of the student phonathon program and other Annual Giving fundraising activities. Will also assist with strategic planning for development and execution of multi-channel solicitation strategies.

Duties and Responsibilities:

1. Manage the day-to-day operations of the student phonathon program. (50%)
 - a. Recruit, interview, hire, and train approximately 35 student callers and manage their employment.
 - i. Create and maintain an inclusive and diverse student employee team while being a resource for their personal and professional development.
 - ii. Create a balanced atmosphere of performance and fun to motivate caller's results.
 - iii. Develop and maintain a group of Lead Callers to assist with day-to-day duties.
 - iv. Identify and train 2-3 Student Supervisors to assist in the oversight of shifts and overall motivation of student callers.
 - b. Plan, set goals, and directly supervise select calling shifts.
 - i. Ensure Student Supervisors have the resources needed to oversee shifts when ADAG is not in attendance.
 - c. Track phonathon program progress both nightly and overall against measurable outcomes. Analyze results of program and formulate methods for improvement.
 - d. Maintain Knightcaller social media accounts, digital media presence, and work schedules.
 - e. Prepare training materials, scripts, motivational strategies, and timeline for Knightcallers.
 - f. Work with Director of Annual Giving to plan, develop, and execute direct mail and email strategies for solicitation, stewardship, pledge fulfillment, and donor retention.
2. Assist in implementing crowdfunding and athletic teams fundraising through a multi-channel approach. (40%)
 - a. Set meetings with project leaders 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 solicitations.
 - c. Keep a solicitation calendar up to date and follow-up with project leaders as needed to ensure items are going out on time.
 - d. Hold a seat on the crowdfunding selection committee to select projects for each term.
3. Assist with the overall segmentation strategy and goal setting for the phonathon program in support of Annual Giving goals. (10%)
4. Perform other duties as assigned and pursue ongoing professional development.

Supervision:

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

Qualifications:

A high school diploma/GED required. Bachelor's degree from an accredited college/university preferred. Two years experience in fundraising/development or a related field, with preference to candidates with experience in a non-profit call center as either a manager or caller. Skills required include an understanding and appreciation of philanthropy; strong written and communication skills; 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 an appreciation for the college's mission.

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.