

WARTBURG COLLEGE
POSITION DESCRIPTION

Title of Position: Director of Athletic Development

Function of Position:

Responsible to the Vice President for Institutional Advancement, with additional supervision from the Director of Intercollegiate Athletics, to develop, execute, and assess effective strategies to enhance constituent engagement and financial support for Wartburg College Athletics; collaborate with coaches to plan and implement appeals to enhance sport-specific and general athletic philanthropic activity; provide strategic leadership of the Wartburg Booster Club; cultivate and steward leadership-level Athletics donors; manage a corporate partnership program to secure sponsorship revenue for Athletics.

Principal Duties and Responsibilities:

- 1) Manage the development and execution of strategies to enhance support of Intercollegiate Athletics, working with Athletics and Advancement colleagues to increase annual charitable giving to the Athletics Booster Club and other sport-specific fundraising.
 - Plan, execute, and assess a variety of appeals including digital push days, telemarketing, direct mail, and/or other athletic-related initiatives designed to engage alumni, parents, and friends, in support of Athletics; working with the Director of Annual Giving to ensure effective coordination.
- 2) Implement and sustain a comprehensive corporate partnership program to create sponsorship opportunities, generate revenue, and secure the engagement of potential business and/or community partners.
- 3) Provide strategic leadership of the Wartburg Booster Club, resulting in increased constituent engagement and gift revenue.
- 4) In collaboration with Marketing & Communication, plan and implement donor communications.
- 5) Create and implement an effective stewardship program to engage and motivate donors.
- 6) Create leadership level giving strategies for Athletic priorities, identifying and managing a portfolio of key donors in order to cultivate, sustain, and steward relationships in support of \$1,000+ gifts toward Athletics priorities. Engagement will be primarily digital/virtual, with some potential face-to-face visits.
- 7) Incorporate opportunities at home/away sporting events or other special occasions (such as Hall of Fame dinner) to engage donors and fans and generate financial support for Athletics.
- 8) Maintain communication with Athletics, Advancement staff to effectively manage donor relationships.
- 9) Coordinate with major gift officers for athletics solicitations of assigned donors, as well prospective donors, to grow the Knights Legacy Circle.
- 10) Comply with all NCAA, American Rivers Conference, and Wartburg College rules, regulations, and policies.
- 11) Ensure all inbound communication is handled professionally and promptly.
- 12) Meet goals for key metrics to assess performance and program effectiveness.

Supervision:

Employee works independently but reports directly to the Vice President for Institutional Advancement, with additional supervision from the Director of Intercollegiate Athletics, and is expected to proactively collaborate with colleagues in Intercollegiate Athletics, Marketing & Communication and Development. Employee is expected to demonstrate initiative and pursue completion of all objectives as set by the Vice President for Institutional Advancement, planning and prioritizing their own work and resolving unusual cases in consultation with their supervisor.

Minimum Qualifications:

Requires a bachelor's degree and two years of related work experience. Preferred qualifications include: experience working with annual/athletic giving; dedicated commitment to the importance of philanthropy and the value of intercollegiate athletics within an NCAA Division III environment; excellent communication, project management, and organizational skills; high level of energy, initiative, creativity and a "can do" attitude. Skills required include strong written and communication and analytical skills; attention to detail and accuracy; aptitude and experience with computers and technology needed to meet objectives; ability to organize and prioritize multiple work assignments; ability to collaborate with others in a team environment; and an appreciation for the College's mission. Work is required on nights and weekends as necessary to fulfill position duties. Occasional travel may be required.

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 members of underrepresented ethnic and minority groups.