

WARTBURG COLLEGE
POSITION DESCRIPTION

Title of Position: Director of Annual Giving

Preparation Date: December 2022

Function of Position:

Responsible to the Vice President for Institutional Advancement to develop, implement, and assess, effective strategies to enhance financial support of annual giving initiatives, including Tower Society, UKnight Day, crowdfunding appeals, and intercollegiate athletics; Collaborate with Advancement colleagues to successfully engage Wartburg alumni, parents and friends to participate, provide, and promote; Supervise the Assistant Director of Annual Giving, and; Serve as a member of the Advancement Planning Team, contributing to the division's strategic planning and goal fulfillment.

Principal Duties and Responsibilities:

- 1) Create, implement, and assess a comprehensive and strategic annual giving program that maximizes philanthropic support and involvement of alumni, parents, and other friends of the College, and meets Institutional Advancement goals. (60%)
 - Coordinate, execute, and assess direct mail, e-solicitation, and other strategies designed to increase alumni giving and participation.
 - Collaborate with Marketing & Communications and/or outside vendors to create and produce effective collateral materials in support of annual giving initiatives.
 - Collaborate with the Advancement Data Manager to effectively leverage constituent data in support of effective donor identification, cultivation, and solicitation.
 - Oversee the KnightCaller program and ensure effective coordination, execution, and assessment of Wartburg's fundraising phonathon.
 - Engage Major Gift Officers and other Advancement staff in the development, implementation, and assessment of strategies to increase membership in the Tower Society.
 - Manage the development and execution of strategies to enhance support of Intercollegiate Athletics, working with Athletics personnel to increase annual giving to the Athletics Booster Club and other sport-specific appeals.
- 2) In conjunction with the Director of Stewardship & Special Gifts, co-lead 6-8 crowdfunding appeals (Fund the Fortress) annually, collaborating with faculty and staff to solicit and develop funding opportunities, engaging the Fund the Fortress committee and Advancement colleagues to support fundraising, and administering the mini-campaigns from start to finish. (15%)
- 3) Collaborate with the Alumni & Parent Engagement team, the Director of Stewardship and Special Gifts, and other Advancement colleagues, to develop and execute plans for UKnightDay, the College's annual day of giving, to motivate and strengthen engagement of alumni, parents, and friends, and build enthusiasm and support for the College. (15%)
- 4) Supervise and evaluate the performance of the Assistant Director of Annual Giving, engage the services of Advancement Support Staff and student employees, and collaborate with Advancement and campus colleagues, to achieve annual giving objectives. Serve as member of Advancement Planning Team, contributing to the division's strategic planning and goal fulfillment. (10%)
 - Manage fiscal budgets relative to annual giving.
 - Administer utilization of software platforms such as VanillaSoft and Pledgmine.
- 5) Other related duties as assigned.

Supervision:

Employee is responsible for determining own work assignments referring to policies and general objectives for guidance. Employee independently devises new methods to meet conditions and confers with supervisor regarding unusual matters.

Minimum Qualifications:

Requires a bachelor's degree and five years of related work experience. Preferred qualifications include: experience working with annual giving; dedicated commitment to the value of a private liberal arts college and its constituency; vision to help implement the strategic plan that provides a blueprint for the College's future; excellent communication, management, and organizational skills; high level of energy, initiative, creativity and a "can do" attitude; and an appreciation for Wartburg College as a college of the ELCA. Skills required include an understanding and appreciation of philanthropy; strong written and communication and analytical skills; 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 a strong appreciation for the College's mission. Work is required on nights and weekends as necessary to fulfill position duties. Occasional travel 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