

WARTBURG COLLEGE

POSITION DESCRIPTION

Title of Position: Annual Giving & Athletic Development Manager

Preparation Date: April 2023

Function of Position:

Responsible to the Vice President for Institutional Advancement, this individual will manage annual giving campaigns and activities designed to engage alumni, parents, and friends in support of Wartburg College. In addition to coordinating Annual Fund appeals, collaborating with the fundraising consultant and other Advancement colleagues, this individual will lead the planning and execution of effective fundraising activities for the Athletics Booster Club and intercollegiate athletics. Responsibilities also include administering a corporate sponsorship program designed to secure partnership revenue from businesses. Through these efforts, this individual will contribute to a culture of philanthropy on campus, raising awareness about the impact of annual giving on the College's mission and programs. This is a full-time, twelve-month administrative position and includes full benefits.

Principal Duties and Responsibilities:

Annual Fund/Annual Giving (50%)

- Manage project progress: Track the progress of Annual Fund campaigns through the use of the project management tool. In collaboration with the consultant, make appropriate changes and keep internal stakeholders informed.
- Serve as internal point-person for Annual Fund and annual giving projects: In collaboration with the consultant, help answer questions and coordinate effective communication between teams. Work closely with marketing & communications, stewardship, alumni and parent engagement, and data management teams to ensure a unified message and consistent branding across all fundraising materials and activities.
- Manage Annual Fund donor relations: Act as the primary point of contact for Annual Fund donors, ensuring timely communication, acknowledgment, and appreciation of their contributions.
- Support fundraising initiatives and special events: Assist in the successful execution of fundraising events, virtual campaigns, or other activities designed to cultivate or engage donors in annual giving. Oversee event logistics and follow-up activities. Support the engagement of volunteers and other campus partners.

Athletics Development (50%)

- Working in collaboration with Institutional Advancement and Intercollegiate Athletics staff, develop and implement plans to secure private support of Wartburg's NCAA Division III Intercollegiate Athletics program.
- Create, execute and manage a variety of sport-specific and general booster club annual fundraising appeals, working in collaboration with Development, Marketing & Communication, and Athletics colleagues, to solicit gifts in support of institutional goals; design effective strategies to increase giving from a variety of sources, including direct mail, email, social media, peer solicitation, crowdfunding, telemarketing, etc.; oversee project development and implementation, coordinating with coaches and other staff to meet deadlines and achieve funding objectives.
- Working with Institutional Advancement and Intercollegiate Athletics colleagues, support stewardship activities associated with Athletics Booster Club donors, including delivery of benefits, donor recognition, constituent relations, sport-specific communications, etc.
- Implement and administer an institutional corporate sponsorship program, leveraging marketing opportunities associated with Athletics, Fine Arts, and other College events, including KnightVision broadcasts; develop effective relationships with Cedar Valley business personnel; ensure delivery of sponsorship benefits and recognition; manage inventory of Athletics and Fine Arts advertising and sponsorship inventory; and oversee collection of sponsorship payments.
- Engage Coaches and Student-Athletes, as appropriate, in activities to support and enhance athletic development and sponsorship initiatives; maintain relationships and help to ensure effective communication; collaborate with the Director of Athletics through regular meetings to develop shared goals, review progress, and ensure accountability among all parties involved.

Supervision:

Employee works independently, but reports directly to the Vice President for Institutional Advancement and is expected to proactively collaborate with the Director of Intercollegiate Athletics, the College's annual giving consultant, as well as colleagues in 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 bachelor's degree and three years related experience, as well as an understanding and appreciation of philanthropy. Knowledge of fundraising best practices and strategies preferred. Required skills include project management, excellent organizational skills and attention to detail, strong written and communication skills, interpersonal and networking skills, excellent time management and the ability to manage multiple projects, and a proficiency with Microsoft Office Suite and other related software.

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.