

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

**Title of Position:** Annual Giving Program Manager (AGPM)

**Date Posted:** March 2021

**Function of Position:**

Responsible to the Director of Annual Giving for hands-on management of the student phonathon program and other Annual Giving fundraising. 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. (60%)
  - a. Recruit, interview, hire, and train approximately 40 student callers and manage their employment.
    - i. Create and maintain an inclusive and diverse student employee staff 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 in the day-to-day duties of the AGPM.
  - b. Plan, set goals, and directly supervise all calling shifts.
  - c. Track phonathon program progress both nightly and overall against measurable outcomes. Analyze results of program and formulate methods for improvement.
  - d. Manage and troubleshoot the automated calling system as needed.
  - e. Maintain Knightcaller social media accounts, digital media presence, and work schedules.
2. Assist in implementing crowdfunding and athletic teams fundraising through a multi-channel approach. (30%)
  - 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. (5%)
4. Prepare training materials, scripts, motivational strategies, and timeline to support the segmentation strategy and reach the goals of the phonathon program. (5%)
  - a. Work with Director of Annual Giving to plan, develop, and execute direct mail and email strategies for solicitation, stewardship, pledge and matching gift fulfillment, and donor retention.
5. Perform other duties as assigned and pursue ongoing professional development.

**Supervision:**

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

**Qualifications:**

Requires a Bachelor's degree from an accredited college/university and preferred two years of experience in development or a related area. Strong preference given to experience in non-profit call center as either a manager or caller. Skills required include an understanding and appreciation of philanthropy; strong written and communication skills; strong 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 a strong appreciation for the liberal arts college and mission.

**Hours:**

Hourly position requiring 38.75 hrs per week. This position requires evening and weekend hours for 11 weeks in both the fall and spring semester, maintaining a Sunday – Thursday schedule of (1:00pm – 9:30pm). Hours not during the calling sessions will be Monday-Friday (8am-4:30pm). Additional evening or weekend hours may be required during events like Homecoming or UKnight Day.

**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](mailto:hr@wartburg.edu). See [www.wartburg.edu](http://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.*