

HILBERT COLLEGE

OPEN POSITION ANNOUNCEMENT

October 29, 2021

JOB TITLE: Director of Annual Fund and Alumni Engagement

REPORTS TO: Vice President for Institutional Advancement

DEPARTMENT: Institutional Advancement

Job Summary: The Director of Annual Fund and Alumni Engagement is an essential member of the college Advancement team, with responsibility for developing and implementing a comprehensive engagement strategy and program for alumni relations and annual fund in support of the college's mission. Duties to include: manage a targeted, multi-approach direct mail program, a pro-active personal solicitation program, administer a calling program, social media platforms, online giving, prospect research and tracking. Plan, develop and lead the college's annual Giving Day, including coordination of both online (website) marketing, promotion and securing of gifts as well as on campus and other external outreach. Oversee the relationship with the Alumni Board of Directors, identify potential activities for alumni engagement including programs for young alumni and support and guide the work of the Alumni Board committees. Coordinate and develop the college's leadership annual gift societies, including tracking donor acquisition and renewals, managing memberships, and assisting with stewardship activities. Identify annual fund donors and prospects between \$500 and \$5,000 with a focus on retention and growth. Work with the Marketing and Communications staff to coordinate a cohesive annual marketing effort to increase annual gifts through advertising, publications, social networking and events related to the Annual Fund. Analyze data regarding annual giving programs and past giving trends to provide analysis of program results and to plan for future segmentation.

Requirements/Qualifications: The successful candidate will be committed to supporting the mission, vision and strategic initiatives of Hilbert College. Demonstrated ability to manage volunteers, independent judgment, initiative, and a proven ability to be a contributing member of a team. Ability and enthusiasm for working collaboratively with a variety of campus offices and departments. Possess drive and ambition, excellent analytical and oral communication skills, technical skill, and evidence of significant fundraising success. Flexibility in work hours; this position requires some weekend, evening work and travel. Raiser's Edge/Blackbaud Net Community background preferred. Strong computer skills including Microsoft Office Suite (Word, Excel and PowerPoint). Bachelor's degree. Five years of annual fund or fundraising experience. Experience working with volunteers and fundraising boards and alumni volunteers. Experience in higher education and/or alumni office, public relations or marketing plan implementation.

Interested candidates should submit a cover letter, resume and contact information for three professional references to: Kathleen Christy, Vice President for Institutional Advancement, jobs@hilbert.edu

Hilbert College is an Equal Opportunity Employer and is committed to fostering a diverse community of faculty, staff and students. The College does not discriminate against individuals on the basis of any protected characteristic covered under federal or state law. For more details, see the College's policy at <https://www.hilbert.edu/about/notice-of-non-discrimination>

5200 South Park Avenue ♦ Hamburg, New York 14075 ♦ Phone (716) 649-7900