



POSITION DESCRIPTION

Department:	University Development Annual Giving
Classification Title:	Public Affairs/Communications Specialist II
Working Title:	Digital Giving Specialist
FLSA Status:	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt
Incumbent:	

Position Summary

The role of the University Development and Alumni Engagement (UDAE) is to foster strong relationships with internal and external partners to enhance support for Cal Poly. University Development and Alumni Engagement establishes and implements an overall advancement program, including coordinating fundraising, donor relations, gift processing, trust and endowment management, training and systems support for the donor database, and Cal Poly Foundation support and administration. Equity, Diversity, and Inclusion are core values at Cal Poly and UDAE is committed to a continuous process of learning and updating practices to support systemic evolution toward equity, diversity, and inclusion for our team and constituents.

The Digital Giving Specialist reports to the Associate Director of Annual Giving and assists the University Development & Alumni Engagement (UDAE) unit to establish and meet the goals and objectives of Cal Poly Annual Giving. Incumbent works independently on a broad range of projects primarily focused on digital giving and communications that promote the image of the university and/or programs by using market research data to determine the most effective techniques and approaches for reaching target audiences; identifying the needs and interests of various constituent groups; translating the results of research into strategic digital communication efforts; creating marketing programs to better position the university to achieve its goals.

Duties and Responsibilities

The following examples illustrate typical work activities and are not meant to be all inclusive or restrictive:

Essential Job Functions	Daily	90%
<ol style="list-style-type: none"> 1. Manage existing and develop new digital giving channels, including e-solicitations, texting solutions, video engagement and solicitation strategies. Includes understanding of best practices and uses of all medias, ability to train and coach students and staff. 2. Develop content and analyze effectiveness of Annual Giving content and engagement on Cal Poly webpages as it relates annual giving messaging. 3. Analyze and make adjustments to digital giving strategies based on internal goals and results, specific segments and audiences and industry trends. Provide UDAE with recommendations and program improvement of digital engagement strategies. 4. Oversee and manage Poly Gives and Day of Giving, including but not limited to: digital giving platform, campus in-person engagement events and student philanthropy components. 5. Oversee and develop campus engagement strategies, specifically for faculty and staff, that are both new and tie into existing engagement programs. 6. Provide on-going training to colleagues across UDAE in multimedia use, leading meetings with internal/campus partners. 7. Oversee and develop multimedia assets, including but not limited to: videos, email templates, and photography 		
Related Job Functions	As Needed	10%
<ol style="list-style-type: none"> 1. Perform other job-related duties and special projects as assigned 2. Maintain currency in the knowledge and skills necessary to facilitate industry-leading solutions 		

Required Education, Experience, and Credentials

Education and Experience:

- Equivalent to graduation from a four-year college or university and three years of progressively responsible experience in marketing and public relations, or a related field. A graduate degree in a related field may be substituted for one year of the required experience. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

Licenses, Certificates, Credentials:

- Possession of a valid driver's license or the ability to obtain by the date of hire.

Required Skills, Knowledge, and Abilities

1. Working knowledge of research and analysis techniques, including project design, data collection, qualitative and quantitative analysis, the presentation of findings, and the creation and implementation of appropriate recommendations.
2. Thorough working knowledge of current best practices and trends within annual giving and ability to apply knowledge to advance defined goals and outcomes.
3. Skilled at developing and delivering clear, concise, and effective giving communications to different audiences utilizing digital/web modalities, including email, social media, and web and digital content.
4. Through knowledge of standard theories, principles, practices, and techniques applicable to annual giving to develop conclusions and make recommendations.
5. Demonstrated ability to build trusted partnerships and work collaboratively and professionally with others to meet shared objectives.
6. Ability to establish and maintain effective working relationships with a diverse array of individuals and with those from different backgrounds.
7. Ability to use tact and diplomacy to effectively handle a broad range of high level and sensitive interpersonal situations with diverse personalities, and to respond appropriately to conflicts and problems.
8. Demonstrated ability to set priorities and coordinate multiple assignments with fluctuating and time sensitive deadlines.
9. Demonstrated ability to take on new opportunities and challenges with a sense of urgency and enthusiasm.
10. Excellent organizational and time management skills with the ability to set own priorities to coordinate multiple assignments with fluctuating and time-sensitive deadlines.
11. Excellent computer skills and proficiency with a variety of digital/online solutions.
12. Basic knowledge of applicable copyright and other laws pertaining to written materials, news media and confidentiality.

Preferred Skills and Experience

- Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.
- Experience with drupal, Anthology, Scalefunder giving solutions.
- Experience with working with various departments at an academic institution.

Special Conditions

- Must be willing to travel and attend training programs off-site for occasional professional development.
- Must be able to work overtime, occasional holidays, and adjust working hours to meet special jobs. May be called back periodically to perform work as needed on an emergency basis.
- The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.
- Must be able to successfully pass a pre-employment background/fingerprint check.
- This position classification has been defined as "Exempt" and is not subject to the overtime provisions of the Fair Labor Standards Act (FLSA).

INCUMBENT: I have read this position description and understand its contents.

INCUMBENT NAME	SIGNATURE	DATE
----------------	-----------	------

SUPERVISOR: I certify that all statements on this form are complete and accurate.

IMMEDIATE SUPERVISOR NAME AND TITLE	SIGNATURE	DATE
-------------------------------------	-----------	------

DEPARTMENT HEAD: I certify that all statements on this form are complete and accurate.

DEPARTMENT HEAD NAME AND TITLE	SIGNATURE	DATE
--------------------------------	-----------	------

HUMAN RESOURCES USE ONLY

Employee ID#: _____	REQUEST FOR:	CLASSIFICATION INFORMATION
Position Number: _____	<input type="checkbox"/> Update Review for File	Classification Title: PACS II
FTE: _____	<input type="checkbox"/> Classification Review	Class Code/Range: o800/2
<input type="checkbox"/> Permanent	<input type="checkbox"/> New Position Recruitment	CBID: R09
<input type="checkbox"/> Temporary	<input type="checkbox"/> Replacement Recruitment	MPP Job Code: n/a
<input type="checkbox"/> COI Position		Classifier Initials: SJ
Recruitment Number: _____		Date: 09/19/24