



A. POSITION DATA

Incumbent: Vacant/Recruitment EmplID: _____ Date: _____

Working Title: Director of Annual Giving Reports To Title: AVP University Advancement
(Appropriate Administrator)

Department: University Development

Division: University Advancement College (if applicable): _____

Reason:
 Vacant Position Revision Performance Evaluation New Hire

Is this a new position? No

Classification Title: Administrator I Job Code: 3318 Identifier - M80

Position Number: 00005866 Level/Range/Grade: 1

Pay Plan: 10/12 month 11/12 month 12/12 month Time Base: 1.00 Check box if Intermittent

B. POSITION PURPOSE

The Director of Annual Giving reports to the Associate Vice President for Advancement Services and plays a crucial role in advancing the university’s mission. The director is responsible for day-to-day management of the university’s annual giving program, including direct mail, social media and other electronic solicitations and communications. This position is a critical part of the fundraising ensures that the university is achieving its goals for annual giving dollars raised, constituent participation rates, donor retention, sustaining support, and donor stewardship.

The Director of Annual Giving manage an existing comprehensive, robust, and contemporary annual giving program that annually raises in excess of \$1.5 million and has great opportunities for growth.

Other components of the annual giving program include; close collaboration and coordination with Development Officers for college and program level annual giving appeals, as well as targeted strategies for faculty/staff donors making annual gifts under \$5,000. This position plays a lead role in planning and implementing Giving Day and targeted crowdfunding campaigns.

SPECIAL REQUIREMENTS/DESIGNATIONS OF THE POSITION:

California State University, Chico, in accordance with CSU policy, requires that the successful candidate complete a background check (including a criminal records check, sexual offender registry check, and/or fingerprinting) prior to assuming this position. Failure to satisfactorily complete or pass the background check may impact the job offer or continued employment of current CSU employees who apply for posted positions identified as sensitive.

The person holding this position is considered a “Limited 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 (revised July 21, 2017) as a condition of employment.

This position is a Higher Education Employer-Employee Relations Act (HEERA) designated managerial position and comes under the Management Personnel Plan (MPP) of the California State University. Individuals appointed to management positions serve at the pleasure of the President or designee. They are excluded from the collective bargaining process, are not subject to probationary service, and do not receive tenure or permanent status. This position is exempt from the overtime provisions of the Fair Labor Standards Act (FLSA).

The duties of this position will include participation in a decision that may have a material/financial benefit to the incumbent. Therefore, this is a “designated position” under the California State University’s Conflict of Interest Code and the incumbent will be required to file a Form 700: Statement of Economic Interest and is subject to the regulations of the Fair Political Practices Commission. (Group Category-Advancement/Development - Director (all levels, all colleges) CAT-02).

Throughout employment in this position incumbent must maintain a valid California Driver's License as well as continued completion and compliance of the CSU Defensive Driver's Training course.

Due to the nature of the work additional or irregular hours such as early morning, evening hours, and weekends is required, as well as occasional overnight travel.

C. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

NOTE: This Position Description is intended to give an overview of the essential job functions, the general supplemental functions, and the essential requirements for the performance of this job. It is not an exhaustive list of all duties and responsibilities of this position. Other functions may be assigned as deemed necessary.

Does this position have Supervisory Responsibility? Yes _____

List of Functional Category with Responsibilities:	% of Time	Priority Weight
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ANNUAL GIVING MANAGEMENT:

Oversees the development, coordination, and administration of the University's annual giving program:

- * Create a strategic and comprehensive annual plan and oversee its implementation using innovative solutions and sophisticated data analytics to increase dollars raised, acquire and retain donors, and qualify major gift prospects.
- * Develop a set of innovative solutions for reaching ambitious revenue and donor goals.
- * Collaborate with University Communications, Advancement staff, and outside vendors to create cross-platform messaging to highlight, educate and promote the loyal, annual giving. Generate high-impact communications and messaging to increase donor engagement and affinity for Chico State.
- * Work closely and collaboratively with the Office of Alumni Engagement to maximize results for donor participation and annual dollars raised for the University.
- * Using a strong understanding of current digital communications strategies, direct and implement a comprehensive, year-long annual giving solicitation strategy to include direct mail, e-mail, social media and crowdfunding tactics.
- * Lead the planning and execution of two annual Giving Days and various crowdfunding campaigns.
- * In collaboration with Donor Stewardship staff, help develop and disseminate high-impact stewardship communications.
- * Identify and execute targeted strategies, to successfully solicit based on key audiences including: non-donors, undergraduate alumni, recent graduates, parents, faculty, staff, and students.
- * Effectively utilize advancement data systems including Blackbaud's Fundraiser Performance Management and Microsoft's Power BI for performance tracking and record selection along with Ellucian's Banner for data management to achieve fundraising goals.
- * Manage department operating budget, efficiently using program resources and maximizing program results in a complex University environment.

75%	
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SUPERVISION:

Provide leadership and supervision to the Annual Fund staff:

- * Supervise one full-time Annual Giving staff and directly or indirectly supervise students.
- * Assign work and projects establishing performance standards and goals.
- * Interview, hire, train and evaluate staff.
- * Hold regular team meetings.
- * Comply with the applicable collective bargaining agreements.
- * Process absence requests and track weekly labor sheets and monthly absence reporting.

20%	
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ADMINISTRATIVE TEAM:

Serve as a member of the Associate Vice President's management team:

- * Collaborate with the division's Central Staff by participating in strategic planning, project implementation, resource allocation, and other duties as they relate to University Advancement.
- * Serve on University committees as a representative of University Advancement as assigned by the Associate Vice President.
- * Assist with the development and maintenance of the division's administrative processes, procedures, and policies.
- * Performs other duties as assigned.

5%	
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D. MANAGEMENT STANDARDS AND EXPECTATIONS

As a member of the management team, you are expected to meet the following standards:

1. Represents the University promoting a positive public image.
2. Acknowledges, respects, and values each individual.
3. Applies the highest standard of excellence to the delivery of service to our customers and community.
4. Demonstrates an open, participatory, team-oriented style; working cooperatively toward the achievement of your department's mission and goals; and demonstrating flexibility and adaptability regarding changes.
5. Keeps commitments. Notifies supervisor if a deadline cannot be met by describing what measures can be taken to correct the situation.
6. Demonstrates expertise and judgment. Develops, recommends and implements techniques and practices to improve your area of responsibility ensuring optimum performance. Keeps abreast of current trends and practices in the field. Solicits feedback to ensure quality service and efficiency or identify areas for improvement.
7. Educates staff about changes related to policy, services and expectations.
8. Ensures compliance with local, state and federal laws, and CSU and CSU, Chico's policies and guidelines to establish and implement appropriate procedures.
9. Is fiscally responsible with the organization's equipment, property and funds. Authorizes expenditures within the parameters of budget authorization.
10. Adheres to the highest level of professionalism by demonstrating honesty, integrity and reliability. Encourages others to act in this professional manner.
11. Demonstrates the ability to effectively establish and maintain cooperative working relationships with a diverse multi-cultural environment.

Additional Standards and Expectations

NA

E. QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position requires the ability to effectively establish and maintain cooperative working relationships within a diverse multicultural environment.

1. Demonstrated Knowledge, Skills and Abilities

Must have the knowledge, skills and abilities to perform the responsibilities of this position as stated in the sections for Essential Functions and Responsibilities, Work Lead Responsibilities (if applicable) and General Guidelines and Expectations.

KNOWLEDGE:

Incumbent must possess:

Working knowledge of:

- * Management principles, practices and techniques.
- * Research and interview techniques.
- * Strategic communication including writing, editing, and digital marketing.
- * Effective supervisory practices and techniques.

Computer literacy and proficiency with Microsoft Office Suite programs and spread sheet programs especially Excel, as well as willingness and an ability to learn additional computer software programs.

Fluent in the use of standard office equipment (computers, copiers, phones, fax).

SKILLS:

Incumbent must possess:

- * Demonstrated integrity, openness and professionalism with a high degree of personal motivation, independent judgment, and persuasiveness
- * Excellent interpersonal verbal and written communication skills.
- * Excellent leadership skills to provide vision, motivation and guidance to internal and external constituents
- * Excellent organizational, collaboration, and leadership skills.
- * A high degree of personal motivation, independent judgment, and persuasiveness.
- * Demonstrated attention to detail and project management skills.
- * High energy level, self-motivated and self-directed to design and complete complex projects.

ABILITIES:

Must have the ability to:

- * Establish and maintain effective and cooperative working relationships with prospects, donors, volunteers, coaches, faculty, staff, and administrators.
- * Carry out responsibilities in accordance with university policies and applicable laws.
- * Effectively accomplish goals and enhance the image of the University.
- * Communicate effectively in a variety of formats to a broad range of audiences.
- * Prepare and present oral and written reports / data which are clear, concise, and comprehensive.
- * Work with Department, division, campus leadership, and advisory boards to establish, implement, and evaluate strategic development plans and goals.
- * Relate to a diverse variety of stakeholders, donors and community members.
- * Interpret complex procedures, agreements, policies, and regulations.
- * Work independently with minimal supervision.
- * Problem-solve effectively to address concerns and interests of campus constituents, guests, vendors, and others as needed.
- * Collect and analyze data / information, draw conclusions from the analysis, and determine course of action based on information.
- * Effectively identify, recruit and motivate volunteers.
- * Provide vision, motivation, leadership and guidance to faculty, staff, and volunteer leaders.
- * Develop new skills that promote professional growth and effectiveness.
- * Adjust to change in a positive manner (e.g. work environment, technology).
- * Function cooperatively and productively as a member of a unit.
- * Conduct business with integrity and openness.
- * Perform assigned duties.

2. Education and/or Experience

Bachelor's degree from an accredited college or university.

--AND--

A minimum of two years of related experience.

Examples of experience include: creating and executing digital marketing campaigns, driving results and achieving numerical goals, advanced Excel and working with volunteers.

F. PHYSICAL REQUIREMENTS

The physical requirements described are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Incumbent/applicant will need to be able to perform the essential job functions (duties) of this position with or without reasonable accommodation. This position alternates between remaining in a stationary position such as standing or operating a personal computer for long periods of time and frequently moving about inside the office. Must be able to travel across campus to other offices and buildings on and off campus for meetings and events. Travel assignments may include temperature variations, climbing stairs, lifting, pulling, pushing and moving up to 35 lbs. Also refer to the Physical Requirements & Work Environment form regarding this position.

G. WORK ENVIRONMENT

Work is performed in a typical office environment and standard office equipment for administrative functions. This is a fast-paced environment requiring a flexible schedule. Evening or weekend hours may be required, as needed to travel and complete work and projects. Outside locations may include even and uneven surfaces, may be exposed to weather changes such as temperatures, humidity or precipitation. Travel outside the region or state may also be required and may include overnight travel via private vehicle, rental car, shuttle or plane. This position involves frequent to constant interaction with students, parents, guests, faculty and staff. Also refer to the Physical Requirements & Work Environment form regarding this position.

H. PREFERENCES - This section is for recruitment purposes only
Please indicate what special skills, education or knowledge are preferred.

I. ADDITIONAL RECRUITMENT INFORMATION - This section is for recruitment purposes only

APPROVAL

In Order of Approval

Incumbent: _____ Date: _____

Appropriate Administrator: _____ Date: _____

Vice President (or Designee): _____ Date: _____

Classification/Compensation: _____ Date: _____