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| Employee Name: | Fresno State ID #: |
| Classification: Admin II | Working Title: Director of Annual Giving |
| Prepared By (MPP/Chair): Leticia Cano | Department: Advancement Operations and Annual Giving |
| Bargaining Unit: M80 FLSA Status: Exempt | Date Prepared: 7/2024 |

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| **POSITION DESCRIPTION** |

**Organizational Description:**

University Advancement’s mission is to inspire and increase philanthropy for Fresno State by putting the philanthropic partner at the center of what University Advancement does, thereby focusing on the philanthropic partner being the hero of their own story. The division works with alumni, friends, and the greater Fresno community to elevate Fresno State through their engagement with the University. Providing engagement opportunities is a primary role of the division, which advances Fresno State and elevates Fresno State students and the Valley. University Advancement focuses on engaging University constituents with the strong Fresno State brand and deepening the bond alumni, friends, and the communities with the University.

**Overview:**

Under the guidance of the Assistant Vice President (AVP) of Advancement Operations and Annual Giving, the Director of Annual Giving is responsible for the development, management, and evaluation of strategic and tactical long and short-term program plans and budgets for a comprehensive annual giving program. The incumbent directs communications, services, and solicitation activities that engages and encourages the participation of alumni, students, faculty, staff, parents, and friends of the University to successfully increase annual philanthropic support of Fresno State. The Director of Annual Giving fosters the growth of best practices and leads the investigation and adoption of new solicitation and stewardship methods and channels. The incumbent will represent and promote Fresno State as a liaison to philanthropic partners at all levels, communicating program objectives through written materials, email, telephone contact, personal visits, and additional channels.

**Major Duties of the job include**:

* Oversee and develop the acquisition, retention, and stewardship of philanthropic partners whose interests align with Fresno State’s strategic and philanthropic priorities and are identified through annual giving integrated omni channel marketing including college, unit, school and alumni association appeals, central solicitations, faculty/staff drives and payroll deductions, senior class giving, parent appeals, Day of Giving and special campaigns.
* Increase annual fund revenue through comprehensive and data driven philanthropic partner omni channel marketing strategies.
* Provide leadership, oversight, and direction to the annual giving program, including the President’s Circle for Excellence.
* Formulate and execute strategies for the effective use of a variety of outreach and communication methods and solicitation channels including but not limited to direct marketing, online-giving, crowdfunding, text messaging, and social media; investigate and adopt new methods and channels for engagement, solicitation, and stewardship.
* Develop annual giving strategies that comprehensively support the University mission and campaign goals.
* Create, implement, and evaluate comprehensive annual and multi-year plans that engage stakeholders throughout the entire philanthropic pipeline, from engaging future philanthropic partners to renewing lapsed ones.
* Devise and manage annual giving stewardship processes and activities to enhance alumni and philanthropic partner relations and increase support and engagement.
* Integrate key University messages and initiatives into annual giving messaging, solicitations, and stewardship, as appropriate.
* Set performance goals, monitor goals, benchmarks, and variances.
* Develop, analyze, and present informational and statistical/financial reports to college, unit, division, campus administration, volunteer boards, and others.
* Provide leadership, related to annual giving strategies, tactics, and plans, to the AVP, the Vice President of University Advancement, Student, Alumni and Friends Engagement, Development and University Advancement teams and other campus units; advise and train unit, department, and division staff.
* Work in close collaboration to ensure seamless operations and effective workflow and activities between Annual Giving and other units and departments, particularly Development, Student, Alumni and Friend Engagement, University Marketing and Communications, and the Fresno State Foundation.
* Build strong working relationships and partnerships with key University Advancement, college and campus constituents.
* Participate actively in University Advancement, campus and community events and functions.
* Serve as a liaison to the broader university campus and external community to share information about annual giving.
* Develop and manage the overall budget for Annual Giving.
* Recruit, train, evaluate, coach, and retain professional support staff.
* Other duties as assigned.

**Supervisor and supervisory responsibilities:**

Who Supervises this Position: AVP of Advancement Operations and Annual Giving

Who is Responsible for completing the Performance Appraisal: AVP of Advancement Operations and Annual Giving

What other classifications does this position oversee/supervise:

State position: Digital Fundraising Specialist. Auxiliary position: Annual Giving Analyst.

**Required Qualifications:**

**Knowledge, Skills, and Abilities:**

* Knowledge of the theories, principles and practices of non-profit fundraising and superior knowledge of the best practices within the annual giving field.
* Demonstrated ability to design, implement and evaluate a comprehensive annual giving program, establishing goals and objectives that translate into operating plans and appropriate staff assignments and resource allocations.
* Strong verbal communications skills and demonstrated ability to write clearly and persuasively, professional, and congenial demeanor, high level of motivation, integrity, and commitment.
* Proven interpersonal skills and the ability to work with a diverse constituency and all levels of the organization; ability to work independently and in a collaborative team environment; demonstrated ability to build and maintain relationships.
* High level of creative program/management skills, including initiative, attention to detail and organizational skills; ability to successfully direct multiple projects on time-limited deadlines within budget and under pressure.
* Ability to define and solve problems in both a strategic and tactical manner; collect data, establish facts, and draw valid conclusions; use good judgment in making logical and sound decisions.
* Knowledge of the needs and interests of alumni, prospective philanthropic partners, and philanthropic partners in order to develop relationships between them and the university.
* Demonstrated spirit of flexibility and a strong customer service ethic.
* Ability to provide direction, and to motivate, develop and educate professional and support staff through communication, modeling appropriate behavior, optimism, and high achievement.
* Knowledge of data management and analysis techniques, database management and gift processing.
* Ability to handle sensitive and confidential information with discretion.
* Openness to new ideas and their implementation. Ability to react and adapt to changing situations appropriately.
* Ability to represent the University to external constituents and articulate fundraising goals to the public and establish relationships with members of the community; work effectively with internal constituents across all levels including deans, staff, faculty, advancement professionals and administrators.
* Demonstrated knowledge of the fundamentals of budgeting and reporting.
* The ability to work effectively in a large, fast-paced, complex, and dynamic organization.
* Must be able to work weekends and evenings when assigned.

**Education and Experience:**

* Bachelor’s degree from a four-year regionally accredited institution.
* A minimum of five years progressively responsible experience in non-profit fundraising or a related field.
* Excellent computer skills including knowledge of Microsoft Office, specifically Word and Excel, email and Internet applications and software tools.

**Preferred Education and Skills:**

* Master’s degree.
* Experience working in higher education or non-profit fundraising, preferably in a highly complex environment.
* Knowledge and proven success in fundraising and campaigns and an analytical ability to recognize opportunities and prioritize them to attain goals.
* Experience with integration of annual giving into an organization’s greater fundraising goals.
* Knowledge of Ellucian Advance or another fundraising constituent database.
* Knowledge of Anthology Encompass or another third-party vendor communication platform.

**SPECIAL CONDITIONS OF EMPLOYMENT AND POSITION DESIGNATIONS:**

* 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](http://www.calstate.edu/eo/EO-1083.html) as a condition of employment.
* This position will have a duty to report to the Campus Title IX Officer information pertaining to victims of sex discrimination, sexual harassment, sexual misconduct, dating/domestic violence, and stalking as required by [CSU Executive Order 1095](http://www.calstate.edu/eo/EO-1095-rev-6-23-15.html)
* This position is a "designated position" in the California State University's Conflict of Interest Code. The incumbent of this position is required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices Commission.

**SIGNATURES**

My signature denotes that I have reviewed the duties, responsibilities, and functions outlined on the position description form and that it is an accurate statement of the duties and responsibilities assigned to this position. The position description is intended to describe the general content and essential requirements for the position and is not an exhaustive statement of duties. Management has the exclusive right to alter this position description.

Print Name Signature Date

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| Employee: |  |  |
| Supervisor: |  |  |
| Appropriate Administrator: |  |  |

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| **Position Description – Working Environment** | Employee Name:  Working title: Director of Annual Giving |
| Check the appropriate box for each of the following items, which most accurately describes the extent of the specific activity performed by this employee on a daily basis. | Department: Advancement Operations and Annual Giving |
| Date Prepared: 7/2024 |

# PHYSICAL EFFORT

Number of hours/day Number of hours/day

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | C | 1-2 | 3-4 | 5-6 | 7+ |  |  | | N/A | 1-2 | 3-4 | 5-6 | 7+ |
| 1. Sitting |  |  |  | x |  |  | 12. Lifting or carrying | |  |  |  |  |  |
| 2. Standing |  | x |  |  |  |  | | A. 10 lbs or less |  | x |  |  |  |
| 3. Walking |  | x |  |  |  |  | | B. 11 to 25 lbs | x |  |  |  |  |
| 4. Bending Over |  | x |  |  |  |  | | C. 26 to 50 lbs | x |  |  |  |  |
| 5. Crawling | x |  |  |  |  |  | | D. 51 to 75 lbs | x |  |  |  |  |
| 6. Climbing | x |  |  |  |  |  | | E. 76 to 100 lbs | x |  |  |  |  |
| 7. Reaching overhead |  | x |  |  |  |  | | F. Over 100 lbs | x |  |  |  |  |
| 8. Crouching | x |  |  |  |  |  | 13. Repetitive use of hands/arms | |  |  |  |  | x |
| 9. Kneeling | x |  |  |  |  |  | 14. Repetitive use of legs | |  |  |  |  | x |
| 10. Balancing | x |  |  |  |  |  | 15. Eye/hand coordination | |  |  |  |  | x |
| 11. Pushing or pulling | x |  |  |  |  |

Yes No

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| 16. Driving cars, trucks, forklifts and other equipment |  | x |
| 17. Being around scientific equipment and machinery |  | x |
| 18. Walking on uneven ground |  | x |

# MENTAL EFFORT ENVIRONMENTAL FACTORS

Number of hours/day Number of hours/day

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  | N/A | 1-2 | 3-4 | 5-6 | 7+ |  |  | N/A | | 1-2 | 3-4 | 5-6 | 7+ |
| 1. Directing Others |  |  |  | x |  |  | 1. Inside | |  |  |  |  | x |
| 2. Writing |  |  | x |  |  |  | 2. Outside | | x |  |  |  |  |
| 3. Using math/calculations |  |  | x |  |  |  | 3. Humid | | x |  |  |  |  |
| 4. Talking |  |  | x |  |  |  | 4. Hazards | | x |  |  |  |  |
| 5. Working at various tempos |  |  |  |  | x |  | 5. High places | | x |  |  |  |  |
| 6. Concentrating amid distractions |  |  |  |  | x |  | 6. Hot | | x |  |  |  |  |
| 7. Remembering names |  |  | x |  |  |  | 7. Cold | | x |  |  |  |  |
| 8. Remembering details |  |  |  |  | x |  | 8. Dry | | x |  |  |  |  |
| 9. Making decisions |  |  |  |  | x |  | 9. Wet | | x |  |  |  |  |
| 10. Working rapidly |  |  | x |  |  |  | 10. Change of temp | | x |  |  |  |  |
| 11. Examining/observing details |  |  |  |  | x |  | 11. Dirty | | x |  |  |  |  |
| 12. Discriminating colors |  | x |  |  |  |  | 12. Dusty | | x |  |  |  |  |
|  | | | | | | | 13. Odors | | x |  |  |  |  |
|  | | | | | | | 14. Noisy | |  | x |  |  |  |
|  | | | | | | | 15. Working w/others | |  |  |  | x |  |
|  | | | | | | | 16. Working around others | |  |  |  |  | x |
|  | | | | | | | 17. Working alone | |  | x |  |  |  |