

**CALIFORNIA STATE UNIVERSITY, EAST BAY  
POSITION DESCRIPTION**

**IMPORTANT: PLEASE READ INSTRUCTIONS**

CLASSIFICATION TITLE OF POSITION	PEOPLESFT NO.	DIVISION, DEPARTMENT/UNIT	
Administrator II (MPP)	00006649	University Advancement	
WORKING TITLE OF POSITION	NAME AND CLASSIFICATION OF FORMER INCUMBENT	Date	
Director of Annual Giving and Alumni Engagement	Travis Nelson	06/2024	
NAME OF EMPLOYEE	NAME OF EMPLOYEE(S) PERFORMING SIMILAR DUTIES		
NAME AND CLASSIFICATION OF FIRST-LINE SUPERVISOR	Evelyn Buchanan Administrator IV (MPP) -- Vice President for University Advancement		

**1. SUPERVISORY SECTION**  
**Type of supervision received:**  
 **Close** - The work is performed according to detailed instructions and the supervision is available on short notice.  
 **Limited** - The incumbent proceeds on his/her own initiative while complying with policies, practices, and procedures described by the Supervisor.  
 **General** -The incumbent seldom refers matters to supervisor except for clarification of policy.

**2. DOES THIS POSITION SUPERVISE OR LEAD SUBORDINATE EMPLOYEES IN PERMANENT POSITIONS? Yes (X) No ( )**  
 If yes, list name and classification title of staff.

Supervise:  
 VACANT - Administrative Analyst/Specialist Exempt I  
 Austin Rojan - Administrator I (MPP)

**3. POSITION SUMMARY – PLEASE DESCRIBE THE PRIMARY PURPOSE OF THIS POSITION:**

Reporting to the Vice President of University Advancement, the Director of Annual Giving and Alumni Engagement develops and implements programs and services that engage, improve communication and create a basis for a culture of philanthropy. is charged with increasing annual giving and strengthening alumni ties to the University. By improving existing programs, the Director will grow the annual fund, apply best practices and further engage the alumni community, faculty, staff, students and University leadership in advancing the mission of the University. The Director is further charged with growing, soliciting, and stewarding segments of the broader donor pool. This position is for an energetic, creative professional eager to bring the fundraising program to a higher level.

The Director also works closely with Advancement communications staff, providing the Director with support in creation and implementation of alumni communications, including digital and social media.

The Director will serve as staff liaison for the Cal State East Bay Alumni Association and the Board.

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4. **DESCRIBE THE GOALS and/or RESPONSIBILITIES AND WORK ACTIVITIES OF THIS POSITION** *(Please see sample format in the instructions section.)*

Goals/Responsibilities: Describe the major achievements, outputs, or results. List them in descending order of importance.

Work Activities: Under each goal, list the work activities performed to meet that goal.

TIME %: Include for responsibilities and major work activities.

TIME %	GOALS/RESPONSIBILITIES AND WORK ACTIVITIES
65%	<p><b>Lead and innovate a comprehensive annual giving and alumni engagement program</b></p> <p>Work with VPUA and Assistant Director of Annual Giving and Alumni Engagement staff to determine annual giving and implement strategies to ensure goal attainment; analyze results and progress towards goals</p> <p>Work with the Assistant Director of Annual Giving and the Alumni Relations Coordinator to determine goals as they pertain to collaboration and developing relationships with alumni constituencies and the University; analyze results and progress towards goals</p> <p>Lead the development and implementation of annual fund outreach through direct mail solicitations, electronic solicitations, giving day, faculty/staff giving and other channels</p> <p>Lead the growth of the Leadership Annual Giving program</p> <p>Develop thematic messaging to engage various segments of alumni and deliver this messaging via website, e-mail, social media, and print communications as per approved strategy</p> <p>Collaborate with Major Gifts Team to assure that all assigned prospects are personally solicited for the Annual Fund each year</p> <p>Oversee the planning and implementation of strategic events that engage alumni and friends in support of university goals</p> <p>Provide support and management to the Alumni Association Board and its committees</p> <p>In partnership with the Office of Communications and Marketing, develop and manage alumni and donor communications including direct mail, E-newsletter, social media, web presence and alumni magazine</p>
20%	<p><b>Supervise and lead Annual Giving and Alumni Engagement staff</b></p> <p>Manage, inspire, coach and motivate a team who will contribute to the growth of the annual giving program and alumni engagement and outreach</p>

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10%	<p><b>Strategic Planning</b></p> <p>In collaboration with University Advancement leadership team, develop and execute a multi-year strategic plan for alumni giving, outreach and engagement</p>
5%	<p><b>Other Duties as Assigned</b></p>

**5. DESCRIBE THE KNOWLEDGE, SKILLS, and/or ABILITIES REQUIRED FOR THIS POSITION AS THEY RELATE TO THE GOALS, RESPONSIBILITIES AND WORK ACTIVITIES IN #4 (Please see sample format in the instructions section.)**

The person holding this position is considered a “mandated reporter” under the 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.

**Education and Professional Experience**

- Bachelor’s degree in related field.
- Minimum of three to four years’ experience in annual giving, preferably in higher education.
- One to two years of project management experience.
- Experience in writing, organizing, and executing annual giving and alumni relations annual and long-range strategic plans and budgets.
- Prefer experience working with board members, volunteers, students, and other external constituencies.

**Required Qualifications**

- Experience managing a team
- Excellent organizational and events and project management skills.
- Excellent interpersonal, writing, and speaking skills.
- Excellent telephone and conversation skills.
- Proficiency with database software and e-mail marketing platforms.
- Proficiency with video conferencing and webinar technology.
- Ability to manage multiple tasks.
- Ability to work independently and take initiative.
- Ability to interact with a range of constituents, colleagues and personalities on topics that require combinations of persuasion, persistence and empathy.
- Proven track record of collaborative leadership and evidence of success in building and managing teams.
- Ability to interact effectively with senior leadership, staff, faculty and alumni of all ages and demographics.
- Ability to develop relationships, build partnerships and collaborate.
- Ability to travel.
- Required to work some nights and weekends.

**Ability to:**

- Manage multiple tasks simultaneously.
- Communicate effectively both in written and spoken communications. Requires strong verbal and

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written communications skills, including but not limited to the ability to comprehend, transmit, edit and create well written instructions and business correspondence.

- Interact with diplomacy and tact in public and with staff, vendors and volunteers.
- Establish and maintain effective working relationships at all levels within the internal community and the external community.
- Analyze complex problems and devise solutions.
- Complete projects accurately and on time, sometimes under tight deadlines.
- Strategize and conceptualize with the Vice President of University Advancement on new ideas and be able to translate these ideas into specific action.
- Ensure collaboration and synchronicity of different divisions to be sure University's message is delivered in a manner consistent with University policies and procedures.

**Special Working Conditions**

- May have to work on evenings and weekends. Events will include outdoor activities. Automobile travel will be necessary. Must possess a valid California driver's license and comply with the Defensive Drivers Training program requirements if a vehicle is used to travel on official business.

*The statements and time estimates above and on attachments accurately describe the work assigned to the position.*

Signature of First-Line supervisor \_\_\_\_\_ Date \_\_\_\_\_

Signature of MPP Supervisor \_\_\_\_\_ Date \_\_\_\_\_

**EMPLOYEE SECTION – TO BE COMPLETED BY THE INCUMBENT OF THIS POSITION**

*I have read and understand that the statements and time estimates above and on attachments are a description of the functions assigned to my position.*

Signature of Employee \_\_\_\_\_ Date \_\_\_\_\_

Signature of HR Manager \_\_\_\_\_ Date \_\_\_\_\_