**Essential Job Duties**

Reporting to the Associate Vice Chancellor for University Development and working in close collaboration with members of the University Development team, the Director of Special Projects and Fundraising Initiatives serves as the department’s primary project manager. The Director is responsible for providing counsel and oversight of the areas of special project fundraising and special fundraising initiatives, including playing an important role in all logistics related to comprehensive and targeted campaigns.

The Director of Special Projects and Fundraising Initiatives serves as a University Advancement-wide resource and works with the chief development officers and major gifts officers in all university colleges, programs, and university-affiliated foundations in assessing the viability of key special projects, developing fundraising strategies and tactics for a variety of initiatives, and partnering strategically and tactically with all areas of Advancement. In addition, the Director will also be responsible for managing their own portfolio of donors and prospects.

Working in a collaborative team environment, the Director regularly meets with colleagues in college and unit-based fundraising operations to investigate the viability of identified fundraising partnership opportunities and consults with them and appropriate administrators within their colleges and units on project development and management of same. The Director makes every effort to integrate special projects and campaign activities into the daily operations of the division of Advancement.

The Director will play a key role in the University’s comprehensive Campaign and will work together with the Associate Vice Chancellor for University Development to develop annual operating, marketing and project management plans to ensure its success and to prepare for future campaigns. The Director will interact at a high level with the Vice Chancellor’s office and must embrace the opportunity to work as a collaborative partner with a wide variety of colleagues involved in advancing the university.

**Fundraising Responsibilities:**

* Identify, qualify, cultivate, solicit and steward annual, major and planned gift donors to NC State University.
* Prepare key administrative leaders and volunteers to interact with prospects and donors.
* Create and implement comprehensive fundraising strategies as directed by the Associate Vice Chancellor for University Development.
* Collaborate with fundraising colleagues across campus while building and maintaining donor relationships in support of the University’s comprehensive Campaign.

**Volunteer Management:**  
\*Provide oversight on the formation, recruitment and staffing of volunteer structures for comprehensive campaigns and large targeted fundraising efforts.

* Provide staffing support for the NC State University Foundation Board of Directors, comprehensive Campaign Cabinet and its Executive Committee, other Advancement-related volunteer governing and advisory boards.
* Provide resource support for Advancement colleagues in colleges and units who have primary responsibility for the management of their respective campaign and advisory board volunteer groups.

**Donor Relations/Stewardship:**

* Work closely with the Offices of Donor Relations and Stewardship to ensure that stewardship for all campaign donors is properly attended to through accurate and appropriate recognition (i.e., honor rolls, donor walls, lettering, plaques, signage, etc.).
* Provide support for special donor recognition activities by assisting with planning, strategy and implementation.

**Campaign:**

* In collaboration with the Associate Vice Chancellor for University Development, coordinate the planning and implementation of all campaign activities – this includes but is not limited to budgeting, reporting on the campaign’s progress, managing schedules, providing support for campaign staff, volunteers and senior management, and the oversight and implementation of all project and campaign meetings.
* Provide a leadership and consultative role with partners both internal and external to advancement in planning, coordinating, executing, and evaluating campaign activities tailored to each sub-campaign.
* Provide support for campaign events by assisting with planning, strategy and implementation.
* Orchestrate or participate in campaign-related presentations as directed by the Associate Vice Chancellor for University Development for all internal and external constituencies.

**Communications/Marketing:**

* In collaboration with Advancement Communications, develop key marketing themes and strategies to communicate the core messages to all internal and external constituencies for all campaigns and special fundraising projects and initiatives.
* Collaborate in the development of marketing and promotional materials for University Development for campaigns and special projects with Advancement Communications.
* Ensure a proper campaign Web resource is established on the University Web-sites, and provide regular information to update the sites.
* Identify new, emerging and innovative communications trends and techniques and selectively adapt these into innovative, effective marketing communications programs and strategies for Advancement that maximizes donor engagement.

**Other Work/Responsibilities**

* Maintain an understanding of organizational and campaign policies and procedures in order to advise the administration on standards and policy related to campaigns and ensure appropriate decision-making protocols are followed.
* Maintain a thorough knowledge of the history and the current goals, strengths and priorities of North Carolina State University’s various colleges, units and programs
* Develop and implement measures for evaluating the effectiveness of special project and campaign activities to track progress, analyze results, and benchmark against peers, etc.
* Prepare periodic reports and prepare a strategic summary analysis with recommendations on the status of these results for the Associate Vice Chancellor for University Development for all internal and external constituencies.
* Participate in the activities of appropriate professional organizations, establishing relationships with staff in comparable institutions to participate in information exchange, professional development activities, special projects, etc.
* Conduct comprehensive peer benchmarking for University Development utilizing all research, analysis, and tracking tools available.
* Foster supportive and productive relationships with colleagues both within Advancement and the University as a whole.
* Represent University Development, Advancement, and the University at special functions, events and on appropriate committees.
* Regular travel and occasional night and weekend work is required.
* Perform other duties as required or assigned.