Director of Donor Relations  
WCU #132741

Applicants must apply online - https://jobs.wcu.edu/postings/8087

The Director of Donor Relations is responsible for designing, implementing and coordinating an institution-wide comprehensive donor engagement and stewardship system that appropriately and consistently promotes interaction with and recognition of donors at all levels. The Director will be part of a dynamic advancement team focused on meeting rigorous annual goals and overall success through the Lead the Way Campaign which will move into the “public phase” in the Spring of 2018. The Director will be a proven leader with a track record of creating and implementing donor recognition and stewardship programs. A key goal is to increase our number of new donors and deepen the relationships with current donors and constituents. The Director will report to the Executive Director of Advancement Services who is a member of the Vice Chancellor’s leadership team.

The Director is responsible for creating and implementing key strategies and initiatives for donor engagement, recognition and stewardship for both individual and corporate donor groups. The Director works independently to lead staff and volunteers in planning, coordinating and executing donor stewardship activities. These include, but are not limited to events, gift societies, and initiatives that target programs of highest priority for Western Carolina University. The duties of this position require strong writing and communication skills. The Director will be a member of the Advancement Services unit and must work in close collaboration with Development, Alumni Engagement, WCU Athletics, the Director of University Scholarships and the Marketing, Communication and Special Events teams. Other responsibilities include but are not limited to establishing and maintaining timetables and budgets; coordination and stewardship of volunteer leadership; management of vendor relationships; creating and maintaining endowment guidelines (heavy focus on scholarship guidelines) and creating annual operational plans.

The successful candidate will utilize industry best practices to execute the following responsibilities:

* Create and implement a comprehensive donor engagement strategy to enable meaningful recognition and engagement of high level individual and corporate donors, including: Stewardship of donors through creation and delivery of specialized donor recognition correspondence, newsletters, honor roll of donors and other fundraising collateral; cultivation events; branding of donor recognition giving societies and initiatives.
* Lead the successful completion of donor related events such as donor recognition events, dedications, scholarship recipient/donor luncheons, campaign related donor events and special events on campus or off campus. Assist the university events staff in efforts to implement other events as needed.
* Work in close collaboration with the university’s scholarship office to manage the endowment agreement and criteria process for all endowed scholarship agreements.
* Establish and manage a ‘top donor’ stewardship program that recognizes individual donors and volunteer leaders who are closest to Western Carolina University.
* Lead all activities that support high quality interactions with donors including: donor recognition correspondence, campaign collateral, fundraising and cultivation events, direct mail, database/CRM management, affinity group events and other stewardship activities related to our donors. All tracking and reporting related to donor communication and engagement.
* Develop event and communication strategies to support donor recognition activities including, but not limited to, annual giving society, lifetime giving society and legacy giving society.
* Partner with Marketing Team on development of collateral materials.
* Research and recommend adoption of appropriate new products and strategies.
* Participate on cross functional teams and be a member of the advancement services management team. Manage database for events, communications, direct mail, and volunteer communications.

Requirements:

* Bachelors degree from accredited college / university.
* Minimum 5 -7 years of non-profit (higher education preferred) or business experience with demonstrated track record of success in creating and implementing stewardship and recognition programs.
* Experience working in a customer relationship management (CRM) system.
* Experience managing low and high profile events.
* Experience working with scholarship donor/recipient programs.
* Demonstrated creativity and "out of the box" thinking on strategies and plans to engage and retain donor/customer.
* Experience managing donor/customer relationships in a service driven industry.
* Experience planning and executing short, medium, and long-term projects and initiatives.
* Demonstrated strategic planning experience: Determines short and long term objectives and strategies for meeting goals and allocating resources according to priorities.
* Demonstrated high level writing skills.
* Self-motivated, goal oriented, ability to get job done.
* Excellent oral and written communication skills (including public speaking) and solid relationship management skills at all levels in organization.
* Strong computer skills including above average competency on Word, Excel and PowerPoint. Comfort and knowledge of Internet.

Preferred

* Experience with development of marketing materials.
* Experience working in Blackbaud Raisers Edge.
* Experience working in Ellucian products (Banner, Banner Finance, Banner Advancement, Colleague, etc).
* Experience writing for senior level executives, nonprofit leaders, volunteers, etc.
* Experience with scholarship management software / processes.