

## Advancement Officer

Department: Development  
Position Status: Full-Time  
Directly Reports To: Vice-President of Development  
Classification: Exempt

Catawba College (“Catawba”) is a small institution in Salisbury, North Carolina, equidistant from Greensboro, Winston-Salem, and Charlotte. Catawba provides an education focused on an institutional philosophy of a liberal education, which entails a broad range of knowledge, intellectual and practical skills, and individual and social responsibility fostered and developed in all academic programs, including general education and majors, and from the freshman to senior years. Catawba’s mission is to provide “students an education rich in personal attention that blends the knowledge and competencies of liberal studies with career preparation” and to enable “students to reach their highest potential while becoming responsible citizens.” More information about Catawba College is located at [www.catawba.edu](http://www.catawba.edu).

The Advancement Officer is responsible for the development and implementation of strategies for the solicitation of major gifts, including outright and deferred/planned gifts. The selected candidate will manage a portfolio of at least 75 rated prospects who have a capacity and inclination to make a gift of \$25,000 or more to support a wide range of Catawba initiatives. The Advancement Officer will play a critical role in helping to raise funds for the Mind, Body & Soul Campaign and work to increase donor support and act as a Catawba ambassador. Responsibilities will include but not be limited to new donor identification, cultivation, and stewardship of existing donors to increase overall retention and giving levels, and, where assigned, relationship management between donors and other staff. The goal is to secure \$250,000 in philanthropic support during the initial year, thereafter \$750,000 annually.

*Note: This job description indicates in general the nature and levels of work, knowledge, skills, abilities, and other essential functions (as covered under the Americans with Disabilities Act) expected of an incumbent. It does not cover or contain a comprehensive listing of activities, duties, or responsibilities required. Catawba may ask an incumbent to perform other duties as required.*

**Essential Functions:**

Knowledge and skills necessary to perform the position include but are not limited to, the following:

- Develop a working knowledge of Catawba College and, specifically, funding priorities to articulate a compelling case for support to all constituents
- Manage a sufficient prospect portfolio of alumni, friends, parents and faculty to generate a minimum of ten (10) to fifteen (15) prospect visits per month to lead to growth in the number of completed major and planned gift solicitations and major gifts closed
- Strategically schedule prospect visits to use time efficiently and effectively with approximately 50% of time spent out of office on visits (some regional and limited national travel required)
- Provide timely stewardship of assigned prospects and donors
- Assist the Vice President of Development in managing prospect and volunteer activities as necessary
- Provide staff support for appropriate Catawba leadership to cultivate, solicit, and steward prospects as needed
- Communicate closely with appropriate staff regarding major and planned gift prospects, including but not limited to contact reports, proposal generation, planned gift documentation, gift acknowledgements, and other information required to accurately preserve donor/prospect records

- Participate in Development activities, such as capital campaigns, events, donor briefings, committee meetings, and volunteer activities, as needed and appropriate
- Assist with the successful development and implementation of Development and Alumni events, including but not limited to, Homecoming, reunion, donor functions, and athletic events, utilized for cultivation and/or stewardship activities for prospects and donors
- Perform other duties as requested, delegated, or assigned.

**Knowledge, Skills, and Abilities:**

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability needed in order to perform the duties of the position, including the ability to retain on the job learned skills and abilities. Catawba may make reasonable accommodations to enable individuals with disabilities to perform the essential functions.*

- Ability to clearly articulate Catawba's Mission and Values
- Strong interpersonal and organizational skills and aptitude to work with people of different ages and temperaments
- Superior written and oral communication skills
- High energy level, self-motivated, and self-directed to design and complete complex projects
- Must also have skills and desire to multitask and meet deadlines, work collaboratively and independently, understand the principles and techniques relevant to major gift fundraising, and participate in evening and weekend activities as necessary
- Demonstrate integrity, positive attitude, diplomacy, tact, and courtesy
- Knowledge of Microsoft Windows, Excel, Word, and PowerPoint

- Candidates must be willing and able to support and advance the College Mission and Values

**Minimum Qualifications:**

- Bachelor's degree required
- Minimum of two (2) years of major gift experience, preferably in higher education or equivalent experience in a related field
- Demonstrated successful track record in the cultivation, solicitation and stewardship of annual (\$10,000 and above) is preferred
- Ability to make cold calls via phone for prospect discovery and cultivation
- Ability to manage stress with multiple competing priorities while maintaining a positive attitude and affect
- Knowledge of development data systems

**To Apply:**

Applicants must submit the following materials, in a single file, pdf version only, to [hr@catawba.edu](mailto:hr@catawba.edu):

- Letter of interest;
- Current resume or curriculum vitae; and
- Contact information for three (3) professional references.  
Catawba will give priority to applications received by July 9, 2021.

*Catawba College is an equal opportunity employer. As such, the College is committed to providing equal employment opportunities for all employees, regardless of race, color, religion, sex, age, national origin, disability, sexual orientation, gender identity, or veteran status, unless allowed by law and deemed necessary to the operation of the College. The College complies with all federal, state, and local laws governing non-discrimination.*