

Assistant Director, Annual Giving Constituent Programs and Volunteer Fundraising

Posting Details

Posting Information

Posting Number	PG190650EP
Internal Recruitment	No
Working Title	Assistant Director, Annual Giving Constituent Programs and Volunteer Fundraising
Anticipated Hiring Range	Commensurate with Experience
Work Schedule	Monday- Friday; 8:00 am- 5:00 pm, some nights, weekends, and travel will be required.
Job Location	Raleigh, NC
Department	The NC State Annual Fund

About the Department

The mission of University Development within the Division of University Advancement at NC State is to raise philanthropic support for university goals and priorities that benefit our students, faculty, this campus and ultimately, the state of North Carolina. The department includes the offices of Annual Giving, Central Major Gifts, Corporate and Foundation Relations and Gift Planning.

In 2016, NC State launched the Think & Do the Extraordinary Campaign, the most ambitious fundraising effort in the history of the university with a \$1.6 billion goal. Priorities include dramatically increasing endowment to benefit students and faculty, enhancing facilities and strengthening support for current operations.

Essential Job Duties

The Assistant Director of Annual Giving for Constituent Programs and Volunteer Fundraising is responsible for program development and leadership, strategic planning, analysis and reporting, volunteer recruitment and management, and department and interdepartmental collaboration as pertaining to the development of key constituent areas.

The position requires a full scope of knowledge concerning annual giving best practices and trends and the capability of maintaining a broad range of responsibilities. The Assistant Director, in collaboration with Annual Giving and unit colleagues, will develop and oversee strategies for philanthropic education, increasing gift participation, retention and re-acquisition, and increasing overall giving among priority audiences such as students, young alumni, parents, faculty and staff, and alumni celebrating a significant reunion or events. All multi-channel solicitations, programming, events, volunteer activity, communications, and stewardship will build a foundation for lifelong giving and increased constituent gift participation, and help ensure a smooth and successful transition from student donor to alumni donor.

The Assistant Director reports to the Executive Director of Annual Giving and works closely with the Annual Giving staff.

Duties and Responsibilities include:

- Lead and help manage target audience solicitation and engagement strategies that will produce an annual increase in revenue and key participation goals with specific audiences.
- Work with Annual Giving team to develop and implement direct marketing solicitation, stewardship and communication strategies, copy, and design using industry best practices for integrated marketing including: staff and peer to peer personal cultivation and solicitation, direct mail, phone calls, special events and meetings, newsletters, email, video, web and social media channels.
- Strategic leadership of the education, cultivation, solicitation, recognition, stewardship, and retention initiatives directly pertaining to target audiences.
- Develop alumni-specific and constituent outreach strategies with volunteers. Create and modify, as needed, training handbooks and welcome guides for all volunteer roles. Develop and lead volunteer training on best practices with fundraising.
- Lead initiatives to successfully bridge students to alumni giving.
- Collaborate and coordinate with Annual Giving colleagues, colleges, university departments and units, NC State student organizations and student leaders and volunteers, the Alumni Association, and young alumni volunteers to maximize the impact of philanthropic efforts and educational opportunities for donors. Attend unit and university-wide engagement events to identify new leadership and donors.
- Develop projects, events, meeting agendas, plans, and materials to lead volunteer initiatives and training.

Other Responsibilities

Perform other duties as required or assigned.

Attend a variety of events throughout the year. Occasional travel and occasional night and weekend work is required.

Qualifications

Minimum Experience and Education Post-baccalaureate credentials or Bachelor's degree from an accredited college or university, plus at least three or more years of experience in annual giving / development or relevant work experience are required.

Other Required Qualifications

- Broad knowledge of annual giving and engagement best practices and trends
- Ability to work in a fast-paced, complex, team-oriented environment
- Demonstrated project management and organizational skills with a strong attention to detail and deadlines
- Excellent written and verbal communication skills
- Strong problem solving, research and analytical skills
- Ability to work independently, to be creative and exercise initiative
- Strong relationship-building skills; able to interface effectively with students, peers, faculty, administrators and external constituents

- Strong computer skills, particularly in Microsoft Office environment
- Experience with database management, preferably Advance
- High energy level and strong drive to be successful
- Unquestioned integrity in dealing with confidential information
- Open and accessible interpersonal style; good listener
- Optimistic, persistent and positive attitude

Preferred Qualifications

- Proven experience with annual giving in higher education
- Five or more years of professional experience in fundraising, student affairs, marketing, advertising, public relations, communications or a related field.
- Knowledge of principles, practices and ethics of fundraising
- Prior experience in a comprehensive capital campaign
- An understanding of the land grant, research Tier One university environment
- Familiarity with NC State University and the Triangle

Required License(s) or Certification(s)

Must have a valid NC Driver's License or the ability to obtain one within 30 days of hire. Must be maintained as a condition of employment.

Valid NC Driver's License required No

Commercial Driver's License required No

Recruitment Dates and Special Instructions

Job Open Date 10/01/2020

Anticipated Close Date Open Until Filled.

Special Instructions to Applicants Resume, Cover Letter, and Contact Information for three professional references are required for consideration.

Position Details

Position Number 00106121

Position Type	SAAO Tier II
Full Time Equivalent (FTE) (1.0 = 40 hours/week)	1.0
Appointment	12 Month Recurring
Mandatory Designation - Adverse Weather	Non Mandatory - Adverse Weather
Mandatory Designation - Emergency Events	Non Mandatory - Emergency Event
Is this position partially or fully funded on ARRA stimulus monies?	No
Department ID	082050 - The NC State Annual Fund

AA/EOE NC State University is an equal opportunity and affirmative action employer. All qualified applicants will receive consideration for employment without regard to race, color, national origin, religion, sex, gender identity, age, sexual orientation, genetic information, status as an individual with a disability, or status as a protected veteran.

If you have general questions about the application process, you may contact Human Resources at (919) 515-2135 or workatncstate@ncsu.edu. Individuals with disabilities requiring disability-related accommodations in the application and interview process, please call 919-515-3148.

Final candidates are subject to criminal & sex offender background checks. Some vacancies also require credit or motor vehicle checks. If highest degree is from an institution outside of the U.S., final candidates are required to have their degree equivalency verified at www.wes.org or equivalent service. Degree(s) must be obtained prior to start date in order to meet qualifications and receive credit.

NC State University participates in E-Verify. Federal law requires all employers to verify the identity and employment eligibility of all persons hired to work in the United States.

Supplemental Questions

Required fields are indicated with an asterisk (*).

1. * How did you learn of this opportunity?
 - o NCSU Website
 - o Job Alert (automated email from our system)
 - o NCSU Executive Search Services
 - o Monster.com
 - o CareerBuilder.com
 - o InsideHigherEd.com
 - o HigherEdJobs.com
 - o Other Online Job Board

- o Carolina Job Finder / Employment Guide
 - o Job / Career Fair
 - o The Chronicle of Higher Education
 - o Professional Journal
 - o Print Advertisement (Newspaper / Periodical)
 - o Radio / Television Advertisement
 - o Professional Organization
 - o Higher Education Recruitment Consortium (HERC)
 - o Direct Contact from NCSU HR Representative / Recruiter
 - o NCSU Employee Referral
 - o Social Media (LinkedIn, Twitter, Facebook, Other)
 - o Other
2. If you selected "Other" for the previous question, please provide the source you learned about this opportunity from.

(Open Ended Question)

Application Materials Required

Required Documents

1. Cover Letter
2. Resume
3. Contact Information for References

Optional Documents

None

AA/EEO In addition, NC State welcomes all persons without regard to sexual orientation. Persons with disabilities requiring accommodations in the application and interview process please call (919) 515-3148. Final candidates are subject to criminal & sex offender background checks. Some vacancies also require credit or motor vehicle checks. If highest degree is from an institution outside of the U.S., final candidates are required to have their degree verified at www.wes.org. Degree must be obtained prior to start date.