

**Digital Engagement Officer of Annual Giving**

**Davidson College**

Davidson College is a highly selective liberal arts college located 20 minutes north of Charlotte in Davidson, N.C. Since its establishment in 1837, the college has graduated 23 Rhodes Scholars and is consistently regarded as one of the top liberal arts colleges in the country.

*Position Summary:*

The Digital Engagement Officer will leverage social media and virtual communications tools to create digital engagement strategies that cultivate relationships, inspire giving, and build sustained philanthropic support based on what truly matters to each donor. This includes the development of comprehensive metrics to demonstrate the results of outreach efforts. The Digital Engagement Officer will serve as a liaison for digital engagement efforts with the Office of Alumni and Family Engagement and the Office of Events and Programming.

What will you be doing?

1. **Direct Solicitation/Stewardship:**Using digital strategies and virtual communication tools, identify, qualify, cultivate, solicit and steward a portfolio of approximately 1,300 alums as donors, advocates and volunteers for Davidson. Learn and utilize EverTrue’s cloud platform.  Execute 40-60 outbound touchpoints daily. Maintain comprehensive information about engagement efforts and personal interactions.
2. **Digital Engagement Strategy:**Develop a comprehensive digital engagement and solicitation strategy for identified segments of the Davidson alumni body. Actively seek ways to best utilize technologies such as social media, IP targeting, ThruText, ThankView, Blackbaud CRM and GiveCampus tools in annual giving. Work closely with partners in Alumni and Family Engagement on engagement strategies and across College Relations for solicitation strategies.
3. **Data Analysis:**Proactively monitor engagement to identify and launch initiatives that drive philanthropic support. Work with the Director and other members of the Annual Giving and Alumni and Family Engagement teams to identify trends as they develop.
4. **Special Projects:**Responsible for making solicitation calls and texts on behalf of The Fund for Davidson during end of calendar year, #AllinforDavidson and the end of the fiscal year. This position will require evening work at certain times throughout the year when related to special events. This position requires travel up to 10% to staff regional events.

What do you bring?

**Minimum Qualifications:**

* Bachelor's degree or relevant experience or certification.
* Minimum 1 year of development or related experience.

**Desired Skills and Abilities:**

* The ideal candidate will have experience in higher education, fundraising, alumni and/or constituent relations, volunteer management, public relations, nonprofit administration and/or related fields.
* High degree of personal initiative.
* Strong strategic planning, data analysis and written communication skills.
* Flexibility and adaptability, especially in working collaboratively as part of a team.
* Strong desire and ability to work effectively with persons from diverse generational, religious, racial, ethnic, sexual orientation, gender identity, ability and cultural backgrounds.
* Ability and willingness to learn and grow with technological change.

**\* Training on the division's software systems will be provided.**

For more information and to apply for this position please click [here](https://employment.davidson.edu/en-us/job/494141/annual-giving-officer).

*At Davidson College, we believe the college grows stronger by recruiting and retaining a diverse faculty and staff committed to building an inclusive community. In order to achieve and sustain educational excellence, we seek to hire talented faculty and staff across the intersections of diverse races, ethnicities, religions, sexual orientations, gender identities, ages, socio-economic backgrounds, political perspectives, abilities, cultures, and national origins.*