

## Director of the Queens Fund

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**Summary:** The Director of the Queens Fund is responsible for creating, implementing, and evaluating fundraising strategies for current-use gifts to help build a sustainable base of support for Queens. Strategic outreach to alumni, parents, and friends of the university will be done in conjunction with the broader Advancement communications plans to purposefully engage different affinity groups in meaningful ways. Particular focus will be paid to leveraging larger moments, including reunion and #QUnited giving day, while also developing a pipeline of major and planned gift donors as a part of larger university-wide and college-specific campaign strategies.

The Director of the Queens Fund reports to the Senior Director of Engagement and Giving and has supervisory responsibility for a part-time Engagement and Giving Officer. Previous work in higher education fundraising is a plus and experience with marketing is a must.

- Lead fundraising program with goals to raise \$3M+ annually from alumni and friends for the Queens Fund;
- Develop and oversee Queens Fund communication strategy with Queens' leadership groups including, but not limited to the Student Alumni Council, Parents' Council, Alumni Association Board, Board of Visitors, McColl School of Business Board of Advisors, Blair College of Health Board of Advisors, and Board of Trustees.
- Develop and implement micro-campaign strategies to increase financial support for the Queens Fund with particular attention on expanding alumni participation with giving and securing investments from Royal Society donors;
- Work with Advancement colleagues and other members of the university community to identify and market to high potential major gift prospects;
- Manage Queens' giving societies including, but not limited to, the President's Leadership Circle, the Royal Society of the Queens Fund and the Adelaide Society;
- Lead strategies for #QUnited giving day along with other target campaigns including, but not limited to, Giving Tuesday, reunion giving, and faculty and staff support;
- Partner with Advancement colleagues to produce written and digital communication along with impactful in-person and virtual events through Slate;
- Manage a part-time Engagement and Giving Officer focused on young alumni and other affinity groups;
- Support Queens Fund Committee of the Alumni Association Board;
- Other duties and special projects may be assigned to meet department goals.

**Education/Skill Requirements**

- Bachelor's Degree with 3-5+ years of experience in related field;
- Creative problem solver and strategic thinker;
- Successful track record of developing and implementing strategies and programs that increase donor participation and dollars;
- Exceptionally strong communication skills (verbal, written, interpersonal, presentation) and ability to quickly establish and maintain strong rapport with donors;
- Demonstrated organization and planning skills;
- Must be able to work in a fast-paced environment with demonstrated ability to effectively prioritize multiple competing tasks and demands;
- Proven ability in taking initiative and works well under pressure;
- A high level of personal integrity and professionalism and a proven ability to maintain confidentiality at all times;
- Strong reasoning skills and the ability to define problems, collect data, establish facts and draw valid conclusions to resolve problems;
- Ability to actively listen and provide exceptional customer service;
- Ability to work both independently and collaboratively;
- Proficiency with Microsoft Word, Excel, Outlook and Slate, or similar CRM software.

<https://www.queens.edu/careers/>