UNIVERSITY OF WISCONSIN – SUPERIOR
POSITION DESCRIPTION

**Working Title:** Annual Giving Officer

**Hayes Hill Title/Level:** Associate Development Specialist/100% 12 month appointment, 4 year terminal

**Position Reports to:** Vice Chancellor for University Advancement

**Position Summary:**
Responsible for developing, implementing and overseeing all annual giving programs through direct mail, e-solicitations and social media communications, and a comprehensive student phoning program. Responsible for the identification, cultivation, solicitation and stewardship of a select group of annual giving prospects.

**Duties and Responsibilities:**
- Develop and implement multi-tiered solicitation strategies and marketing materials relating to annual giving opportunities for alumni, parents and friends, with emphasis on the Foundation’s unrestricted Superior Fund.
- Manage a portfolio of 50 annual giving donors and prospective donors with direct responsibility for maximizing gift results.
- Assist in the identification of new prospects to pipeline through the annual giving program to the major gifts program - from within and outside the University community.
- Develop an annual giving program, to include giving goals, donor goals and reporting strategies, in order to analyze efficiencies and results to be presented to and approved by the Advancement Committee of the Foundation Board.
- Team with the Advancement Staff to host University events that will maximize stewardship of existing donors and the fundraising staff’s exposure to potential prospects.
- Work with University departments and programs to coordinate and manage specialized appeals.
- Assist in the organization and coordination of special donor events.
- Attend University events and serve on campus committees as assigned by the Vice Chancellor for University Advancement.
- Serve as the University Advancement Liaison with the Faculty and Staff community.
- Perform other responsibilities as assigned.

**Knowledge, Skills and Abilities:**
- Ability to be highly detailed, energetic, creative and engaging.
- Excellent persuasive writing and proofing skills.
- Knowledge of computer programs and willingness to learn and be an efficient user of fundraising software.
- Ability to interact professionally with all levels of donors/prospects, and represent the University and Foundation in the most positive manner.
- Ability to communicate effectively, both orally and in writing with donors, students, parents, faculty, staff and others.
- Ability to establish and maintain effective working relationships with students, parents, faculty, staff and others.
- Ability to work effectively with diverse populations.
- Ability to work a flexible schedule to include evenings and weekends.
- Ability to work with confidential and sensitive information and records and commit to the highest ethical standards.
- Ability to effectively hire, train and manage students employees.
- Ability to effectively work within a team-oriented environment.

**Required Qualifications:**
- Bachelor’s degree in position-related field.
- Minimum of two years communications, marketing and/or fundraising experience.
- Experience recruiting, training and/or motivating individuals.

**Preferred Qualifications:**
- Experience in working in higher education fundraising.
- Knowledge of Blackbaud’s Raiser’s Edge.

May 2017