UNIVERSITY OF WISCONSIN – SUPERIOR
POSITION DESCRIPTION

Working Title: Annual Giving Officer
Hayes Hill Title/Level: Associate Development Specialist
/100% 12 month appointment
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/communications, and a comprehensive student phoning program. This position will also oversee the accurate and meaningful acknowledgement of gifts, will manage the donor gift club/stewardship program and assist with donor-related communications and planning/participating in some special donor/alumni events.

Duties and Responsibilities:
- Develop and implement solicitation strategies and marketing materials relating to annual giving prospects and programs to include the Foundation’s Superior Fund.
- Manage a portfolio of 50 annual fund donors and prospects with direct responsibility for maximizing gift results.
- Identify new prospects to pipeline through the annual giving program to the major gifts program - from within and outside of the University community.
- Serve as the lead for the annual report and other internal development materials.
- Develop annual giving goals and reporting program in order to analyze efficiencies and results.
- Team with the Alumni Relations and Development Officer to host University events that will maximize stewardship of existing donors and the fundraising staff’s exposure to potential prospects.
- Organize and coordinate 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 writing and proofing skills with respect for deadlines a must.
- 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 with annual donors and gifts.
- 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.
- Ability to commit to the highest ethical standards.
- Ability to effectively plan, organize and direct assigned programs and operations.
- Ability to effectively work within a team-oriented environment.

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

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

January 2013