Assistant Director of Annual Giving and Communications

Definition of Class
This position is responsible for planning, coordinating, and directing development activities for the Annual Fund Program in order to achieve annual fiscal year goals. Incumbent identifies, cultivates, and solicits prospective donors to the University using online, direct mail, and phone-a-thon communication vehicles. Incumbent frequently makes decisions by exercising discretion and independent judgment.

Examples of Work Performed
Creates and coordinates direct and electronic mail campaigns.

Reviews and approves all solicitation letters, proposals, etc. to ensure consistency of the University message.

Reviews and approves all new brochures and other printed material.

Works with all development personnel to discuss strategies and time-lines for direct mail and online solicitations. Develops and distributes collective calendar to all fundraisers. Updates, incorporates changes, and assures time-lines are met for the annual fund calendar.

Initiates and awards bids to internal departments and external vendors for mass mailing and e-mailing projects.

Reviews annual fund programs and analyzes related data for evaluation purposes.

Coordinates a variety of fundraising campaigns and special projects.

Plans and makes projections on new goals/strategies to ensure an upward trend of private gifts for the Annual Fund Program.

Supervises, trains, and coordinates the activities of subordinate staff.

Performs similar or related duties as assigned or required.

Essential Functions
These essential functions include, but are not limited to, the following. Additional essential functions may be identified and included by the hiring Department.

1. Coordinates and prepares a comprehensive calendar of cultivation and solicitation activities which includes developing and initiating the direct mail, phonathon, and online solicitation of prospective donors.

2. Writes and assists with the design of all printed material; works with fundraisers to prepare correspondence.

3. Assists with analyzing phonathon activities to make determinations for future solicitation efforts and troubleshooting technical problems.

4. Supervises, trains, and coordinates the activities of subordinate staff.

5. Serves as principle coordinator for various fundraising campaigns and special projects.
Minimum Qualifications
These minimum qualifications have been agreed upon by Subject Matter Experts (SMEs) in this job class and are based upon a job analysis and the essential functions. However, if a candidate believes he/she is qualified for the job although he/she does not have the minimum qualifications set forth below, he/she may request special consideration through substitution of related education and experience, demonstrating the ability to perform the essential functions of the position. Any request to substitute related education or experience for minimum qualifications must be addressed to The University of Mississippi’s Department of Human Resources in writing, identifying the related education and experience which demonstrates the candidate’s ability to perform all essential functions of the position.

Physical Requirements: These physical requirements are not exhaustive, and additional job related physical requirements may be added to these by individual agencies on an as needed basis. Corrective devices may be used to meet physical requirements.

Physical Exertion: The incumbent may be required to lift up to approximately 25 pounds.

Vision: Requirements of this job include close vision.

Speaking/Hearing: Ability to give and receive information through speaking and listening.

Motor Coordination: While performing the duties of this job, the incumbent is periodically required to talk and hear. The incumbent is occasionally required to stand; walk; sit; and use hands to finger, handle or feel objects, tools or controls.

Experience/Educational Requirements:

Education:
Bachelor’s Degree from an accredited college or university in a related field.

AND

Experience:
Three (3) years of experience related to the above described duties.

Substitution Statement:
Related experience may be substituted for education, on a basis set forth and approved by the Department of Human Resources.

Interview Requirements
Any candidate who is called for an interview must notify the Department of Human Resources in writing of any reasonable accommodation needed prior to the date of the interview.

Rev. 05/01/2015

The University of Mississippi is an EOE/AA/Minorities/Females/Vet/Disability/Sexual Orientation/Gender Identity/Title VI/Title VII/Title IX/504/ADA/ADEA employer”
The University complies with all applicable laws regarding equal opportunity and affirmative action and does not unlawfully discriminate against any employee or applicant for employment based upon race, color, gender, sex, sexual orientation, gender identity or expression, religion, national origin, age, disability, veteran status, or genetic information. The University of Mississippi is an “at will” employer. This job description does not constitute an employment contract or negate “at will” employment