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| **Job Title:** Assistant Director of Donor Acquisition and Retention | **FLSA Classification:** *(FLSA Federal Law GUIDELINES)*  ☑Exempt ☐Nonexempt |
| **Reports to:** Associate Vice President of Advancement Operations | **Location:** MB 303 |
| **Department:** University Advancement | **Division:** University Advancement |
| **Employment Category:**  ☑Full-Time ☐ Part-Time | **Paygrade:** *(EEO & Equal Pay Act of 1963 Guidelines)* |

**PRIMARY PURPOSE OF POSITION**

The Assistant Director of Donor Acquisition and Retention creates and maintains programs focused on strengthening the donor pipeline through acquisition, retention, upgrading and stewardship. The position is responsible for detailed processes and data-driven strategy. The Assistant Director works closely with the Associate Director of Donor Acquisition and Retention (ADDAR) as a member of the Donor Acquisition and Retention Team to execute the annual giving solicitation plan while developing fresh new ways of educating, cultivating and soliciting the various constituency groups.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

Program Management

Researches, develops and writes content for donor acquisition and retention programs, mailings and projects.

Maintains a portfolio of approximately 80-100 active donors who regularly contribute to The St. Edward’s Fund at the $100 - $500 level.

Maintains a portfolio of approximately 80-100 prospective donors to The St. Edward’s Fund to increase donor acquisition.

Assists with the execution of a stewardship program for all annual giving donors.

Assists with the coordination of the annual Love Blue Give Gold campaign.

Project Management

Maintains systems to drive the planning, implementation and management of donor acquisition and retention projects.

Manages contact with assigned vendors.

Manages donor acquisition and retention calendar and deadlines and collaborates across organization for successful outcomes.

Manages in-house department mailing projects.

Data Processes

Creates and submits data business rules; requests lists and reports for donor acquisition and retention-related projects.

Creates and tracks campaigns and appeal codes for donor acquisition and retention-related solicitations and communications.

Reviews and manipulates mail lists to ensure accuracy in data, segmentation and customization

Administrative Responsibilities

Monitors and triages email responses / questions from foundation email boxes.

Drafts and proofs correspondence, other annual-giving projects as necessary.

Oversees other projects and duties as assigned.

**QUALIFICATIONS**

Bachelor’s degree required and a minimum of two years annual giving or the equivalent experience in related area is required.  
Telephone or in-person fundraising experience, either paid or volunteer, required.

Volunteer management experience required.

Enthusiasm for direct, regular, on-going interaction with donors, prospective donors and volunteers required.

Excellent communication skills, written, oral and digital.  
Confidentiality, integrity, discretion, attention to detail is imperative.  
Ability to plan, implement and manage multiple projects.  
Solid computer skills with experience using an ERP or CRM database, Microsoft Office applications, the Internet and social media.  
Proven skills in data extraction and manipulation for planning and evaluation.

**WORKING CONDITIONS**

Some nights and weekends may be required.

**PHYSICAL REQUIREMENTS**

The expectations listed below are representative of the abilities that may be needed to fulfill the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Physical strength/endurance to enable him/her to perform/participate in the following activities:

* Physically able to lift various materials up to 25 pounds on an occasional basis.
* While performing required job tasks, physically able to bend, crouch and reach continuously.
* While performing required job tasks, physically able to remain seated, frequently to continuously.
* While performing required job tasks, physically able to remain standing up to 15% of the time.
* Possesses dexterity abilities required to operate a computer and other office equipment to perform related job responsibilities.

*This document describes the general purpose, duties and essential functions associated with this job and is not an exhaustive list of all duties that may be assigned or skills that may be required.*

*I have read and understand my job description and acknowledge that management reserves the right to change or reassign job duties or combine jobs at any time.*

Employee (Print Name): Date:

Employee (Signature): Date:

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|  | HR OFFICE USE ONLY: | |
| **Approved by:** | | *Signature of the person with the authority to approve the job*  *description* |
| **Printed Name of**  **Approver:** | | *Printed name of the person with the authority to approve the job*  *description.* |
| **Date**  **approved:** | | *Date upon which the job description was approved* |
| **Reviewed:** | | *Date when the job description was last reviewed* |