

**PRIMARY PURPOSE OF POSITION**

|  |  |
| --- | --- |
| **Job Title:** Assistant Director of Annual Giving | **FLSA Classification:**  Exempt ☐Nonexempt |
| **Reports to:** Director of Annual Giving | **Location:** Austin, TX |
| **Department:** University Advancement | **Division:** University Advancement |
| **Employment Category:**  Full-Time ☐ Part-Time | **Paygrade:** 414 |

The Assistant Director of Annual Giving works collaboratively with the Director of Annual Giving and Associate Vice President of Advancement Operations in creating, managing and implementing a successful annual giving program. The Assistant Director creates and maintains programs focused on strengthening the annual donor pipeline through acquisition, retention, upgrading and stewardship. The position coordinates and manages projects within the annual giving program, including content creation and distribution of annual giving solicitations and stewardship.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

* Researches, develops and writes content for annual giving programs, mailings and projects.
* Creates copy for annual giving campaigns for social media, direct mail, emails, texts and web.
* Designs graphics for annual giving campaigns, including graphics for social media, emails, and web.
* Manages annual giving efforts for students and parents/families.
* Coordinates the annual giving efforts for athletics.
* Manages the execution of a stewardship program for all annual giving donors.
* Manages the peer fundraising program for annual giving.
* Assists with the coordination of the annual giving campaigns for the university.
* Assists with special event planning and execution for donor events as needed.  
  Manages contact with assigned vendors.
* Manages annual giving calendar and deadlines and collaborates across organization for successful outcomes.
* Manages in-house department mailing projects.
* Requests lists and reports for annual giving projects.
* Creates and tracks campaigns and appeal codes for annual giving solicitations and communications.
* Reviews and manipulates mail lists to ensure accuracy in data, segmentation and customization
* Monitors and triages email responses / questions from division 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, digital or in-person fundraising experience, either paid or volunteer, required.
* Experience copywriting required.
* Enthusiasm for direct, regular, on-going interaction with donors, prospective donors and volunteers required.
* Excellent communication skills, written, oral and digital.
* Knowledge of and experience with various social media platforms in a professional setting preferred.
* Experience with web content management preferred.
* Volunteer management experience preferred.
* Experience with graphic design software and tools such as Canva, InDesign preferred.
* 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.
* Understanding of project management tools such as Smartsheet preferred.

**WORKING CONDITIONS**

* Some nights and weekends may be required.
* Eligible for a hybrid work schedule after a probationary period.

**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:

|  |  |  |
| --- | --- | --- |
|  | 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* |