

July 21, 2010

Annual Giving Officer

To leverage strong momentum and build for the future, **Mount Mary College** is seeking talented professionals to join its External Relations team. Individuals with an interest in mission-driven higher education and the challenges of fast-paced campaign work are encouraged to apply for the following newly created position of **Annual Giving Officer**.

RESPONSIBILITIES:

This individual will lead, with oversight by the Senior Director of Development, the conceptualization, planning, and implementation of dynamic initiatives to raise annual, renewable gifts for Mount Mary College. Partnering with Major Gifts Officers and with College affinity groups (e.g., Friends of Fashion, reunion cohorts, etc.), the Annual Giving Officer will promote and directly solicit contributions across diverse constituencies on a rolling basis.

This is a full-time position.

Key accountabilities will include timely conceptualization, preparation, and mailing of direct mail solicitation pieces; coordinated annual fund asks with major gift commitment requests; and implementation of creative strategies to drive participation in the Mount Mary College annual fund.

A seasoned development professional, this individual will be charged with identifying and employing innovative solicitation strategies, fresh tactics, and new technologies to elevate the presence and performance of Mount Mary's annual fund. The Annual Giving Officer, a key member of the Development team, will balance and integrate multiple philanthropic opportunities to build donor continuity and generosity with particular emphasis on addressing the goals of a comprehensive campaign.

DESCRIPTION OF DUTIES:

Develop and implement strategies for increasing participation of alumnae as well as community members, faculty and staff, and friends in Annual Fund giving (both number of donors and gift levels) through such techniques as segmented mailings, selected phone contact (stewardship as well as solicitation), and reiterated requests throughout the year (e.g., seasonal mailings/contacts, targeted affinity group strategies, event-driven requests).

Partner with Marketing on creative concepts for direct mail and for e-solicitations as well as for stewardship materials (electronic as well as print) as framed by campaign initiatives and/or College priorities.

Plan and implement reunion giving campaigns in collaboration with Alumnae Relations team and with Major Gifts Officers, including combined major gift and annual fund solicitations.

Explore, and as appropriate implement, innovative ways to communicate with volunteers and alumnae through social networking sites (e.g., Facebook, YouTube, Twitter, mobile giving).

Develop programs that educate current Mount Mary students about the history and significance of the Annual Giving Fund and how it relates to them as students today and as future alumnae.

Manage phonathon efforts (e.g., recruiting and training students, developing and/or editing appropriate scripts, supervising callers, tracking call volume and productivity).

Manage and report on Annual Fund program expenses and ROI and align Annual Fund reporting with campaign tracking and briefings.

Assist on a collaborative basis with the planning and staffing of reunions and other prospect / donor events as well as campaign-specific events. Attend events (as needed) both on and off campus.

Participate in planning meetings, accepting special assignments, assisting colleagues and providing support for all ongoing programs and operations as needed.

Work with Major Gifts Officers to identify and rate prospects by giving capacity and affinity.

Collaborate with Major Gifts Officers on personal solicitation visits as well as staffing for peer solicitations.

Enter call reports and data on constituents based on contacts made through Annual Giving program.

Essential Qualifications:

- Strict adherence to ethical standards and protection of donors' rights
- Ability to maintain confidentiality
- Understand and affirm the mission of Mount Mary College and the School Sisters of Notre Dame.
- Excellent attention to detail and accuracy with superior organizational skills
- Ability to plan, coordinate, and implement projects, and the ability to work on several projects simultaneously
- Familiarity with best practices in higher education fund raising, preferably focused on advances in technology, list management and segmentation, and solicitation sequencing for annual funds
- Excellent oral and written communication skills and ease in interacting with range of Mount Mary constituents as well as community members
- Bachelor's degree required, Master's degree a plus
- Strong preference for track record of successful annual fund work (4 to 6 years) with experience in personal solicitation activities
- Occasional travel, evening and weekend hours required

Mount Mary College practices equal opportunity employment as part of our ongoing commitment to diversity in our workplace. For confidential consideration please send cover letter, resume, and names of three professional references to:

Mount Mary College

Attn: Human Resources
2900 N. Menomonee River Parkway
Milwaukee WI 53222-4597
Email: hrads@mtmary.edu
Fax: 414-443-3603