Lincoln University Job Description

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<th>Job title:</th>
<th>Director of Annual Giving</th>
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<td>Department:</td>
<td>Institutional Advancement</td>
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<td>Reports to:</td>
<td>Associate Vice President for Development</td>
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**Job Summary:**

The Annual Giving Director is responsible for engaging alumni, faculty and staff, friends, and other constituents to build and maintain a broad and growing base of annual support for Lincoln University. This position manages a comprehensive suite of outreach efforts including direct appeals for annual support, both unrestricted and restricted. S/he will communicate across all constituencies including core messaging, segmentation strategies, and the use of multiple platforms for the delivery of these appeals through direct mail, telephone outreach, e-solicitation and social media. The director is expected to be involved with direct solicitation of prospects, and employee engagement programs, as well as the University’s reunion program. The Director of Annual Giving works autonomously and collaboratively in a dynamic and energetic office environment as part of the Office of Institutional Advancement and reports to the Associate Vice President for Development.

**Required Education and Experience:**

- Bachelor's degree.
- At least four years of higher education/alumni fundraising experience.

**Required Skills and Abilities:**

- Comprehensive knowledge of mail, electronic and social media solicitation strategy and implementation
- Ability to work with and manage volunteers
- Ability to work in an environment including diverse groups of faculty, staff, alumni, donors, and students.

**Detail Oriented and Deadline Driven:**

- Ability to work independently and as an active and effective team member.
- The ability to travel and work evening and weekend hours.

**Essential Duties and Responsibilities:**

- Responsible for setting and meeting annual goals.
- Create, implement, and evaluate a comprehensive multi-year annual plan to meet the goals and priorities of Lincoln University.
- Create and administer programs and activities to engage alumni, faculty, staff, and friends using all communication platforms.
- Develop annual communications plan to maximize engagement and participation rates from alumni, faculty, staff, friends and students.
Manage and implement the class reunion effort including strategic plan of action and identifying, recruiting, training and soliciting alumni volunteers and class members; set goals for each reunion class and work in coordination with colleagues from the advancement division.

Oversee faculty/staff program, including development of a volunteer structure within the university to promote increased participation.

Recruit, train and supervise phonathon student callers, and implement the Senior Class Gift Program. May also supervise work-study students in a variety of tasks as needed.

Perform other duties as assigned.

Physical Demands:

Moderate lifting up to 20 pounds as frequently as needed to move objects; dexterity to write and manipulate computer keyboard and mouse; ability to hear and speak clearly; and body mobility to stoop, kneel, and bend and reach.

Working conditions:

Work is primarily performed in a university campus environment and requires a flexible schedule including evening and weekend work. Travel for administrative work is expected. The employee is subject to inside environmental conditions: protection from weather conditions but not necessarily from temperature changes.

Application Submission:

- Submit a letter of interest/cover letter.
- A detailed resume listing qualifications and experience
- Names, addresses, and telephone numbers of at least three professional references.

To apply, please submit documentation to the following address:

Office of Human Resources
Lincoln University
1570 Baltimore Pike
P.O. Box 179
Lincoln University, PA 19352

Or

Email: hr@lincoln.edu

IMPORTANT NOTE: Please indicate Job Title on Subject Line when emailing.