



CLARK ATLANTA UNIVERSITY Job Description

Position Title:	Director of Donor Relations & Stewardship
Department:	Institutional Advancement
Reports To:	Vice President for Institutional Advancement

The following statements are intended to describe the general nature and level of work to be performed and are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All duties listed are essential functions for the position. It is understood that other related duties may be assigned.

General Function (Description):

Director of Donor Relations and Stewardship is responsible for developing, implementing, and continually improving a comprehensive stewardship program focused on communications, recognition, naming opportunities, endowment reporting and compliance, scholarship stewardship, and custom major donor stewardship. The Director collaborates closely with fundraising, finance, and accounting personnel, as well as university leadership to maintain donor relations standards and donor-centric programming across all areas of the university.

Examples of Duties and Responsibilities:

- Oversee donor recognition and stewardship activity focused on principal and major gift level donors, planned giving and endowment giving, including but not limited to annual reporting and select donor recognition programs.
- Develop a more strategic, focused approach to “top donor” stewardship.
- Lead a donor recognition strategy for naming opportunities, including permanent donor recognition.
- Lead centralized efforts for a forward-thinking approach to donor acknowledgments, honor rolls/donor lists, holiday stewardship programs, and other stewardship communication.
- Oversee and manage select prospects and projects.
- Develop and oversee donor relations and stewardship based on giving levels and appropriate recognition goals and objectives.
- Develop stewardship standards for the university to be used by all schools and units.
- Work with Enrollment Services and Financial Aid regarding scholarship management and support stewardship for annual scholarships and endowed funds.
- Develop standard vehicles designed to enhance communication with donors, and a standard means for measuring success of such programs.
- Track progress with the ultimate goal of improving services and donor stewardship strategies.

Knowledge, Skills and Abilities:

- Excellent writing, editing, and story development abilities
- Demonstrated ability to draft and manage publications in multimedia
- Proficiency in a wide range of digital platforms including websites, social media platforms (Instagram, Twitter, YouTube, Facebook, LinkedIn, etc.) and design software; willingness to adopt new technologies
- Up to date on industry trends and able to stay ahead of the curve
- Prior experience developing and administering budgets and working with a customer relationship

management system required.

- Understanding of endowment spending and experience with cloud-based donor engagement tools preferred.
- Excellent organizational and project management skills and ability to meet deadlines
- Ability to collaborate and guide the integrity and maintenance of database records and files including those used to track donor and gift information, endowments, major gifts, and other contributions.
- Able to think analytically and strategically
- Capable of working well as part of a team as well as independently
- Great multitasker and capable of simultaneously managing multiple projects with different deadlines

Minimum Hiring Standards:

Education	Bachelor's degree and or sufficient applicable experience
Years of Experience	5+ years of related experience preferability related to higher education
Years of Management/Supervisor Experience	N/A

Clark Atlanta University is an Equal Opportunity/Affirmative Action Employer