



CLARK ATLANTA UNIVERSITY

Job Description

Position Title:	Director of Development
Department:	Institutional Advancement
Reports To:	Vice President for Institutional Advancement & Chief Advancement Officer

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):

Reporting to the Vice President for Institutional Advancement, the Director of Development has primary responsibility for planning and implementing a major gift fundraising program for his/her assigned prospects. This position will work with the vice president and other university leaders to prepare an annual development plan that outlines the fundraising strategy for the year, and will work with a current staff to ensure the plan is implemented and achieved.

Examples of Duties and Responsibilities:

- Develop, implement, and manage a comprehensive major gift fundraising plan that cultivates and solicits contributions primarily from alumni, parents and friends. Included in this plan is the management of assigned prospect relationships, with reasonable fundraising goals, and accountability for implementation.
- With the help of Research, identify major donor prospects, segment the prospect pool and strategically direct efforts toward successful fundraising initiatives in the college; develop and execute long and short-term strategies to craft effective cultivation plans for donor prospects.
- Guide and manage appropriate volunteers in support of assigned areas of responsibility to assist with various stewardship, cultivation, and solicitation initiatives.
- Works collaboratively with a team approach to fundraising especially with regard to prospect management, corporation and foundation proposals and planned giving solicitations.
- Supports stewardship activities that recognize existing donors;
- Participate in fundraising training programs for faculty of the college, conversing and interacting comfortably with academic leadership.
- Travels to meet with major donors and donor prospects across the state and country.
- The director of development will manage a prospect pool of approximately 150 prospects annually
- The director will spend 75% of his/her time on personal visits with donors and report on at least 12 substantive contacts per month
- The director will submit a minimum of 20 proposals annually to education prospects/donors.
- In tandem with the Vice President for Institutional Advancement, the director of development will establish an annual fundraising goal that takes into consideration donor capacity, stage of cultivation in the pipeline, and college priorities

Knowledge, Skills and Abilities:

- Demonstrated success with cultivating, soliciting, and closing six-figure and seven-figure gifts from alumni, parents, friends, corporations, and foundations.
- Expertise in campaign fundraising planning and implementation.
- Excellent writing, editing, and story development abilities
- 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
- Excellent organizational and project management skills and ability to meet deadlines
- Able to think analytically and strategically
- Capable of working well as part of a team as well as independently
- Strong interpersonal skills
- Great multitasker and capable of simultaneously managing multiple projects with different deadlines
- Ability to travel

Minimum Hiring Standards:

Education	A bachelor degree from an accredited institution required
Years of Experience	At least 8-10 years of progressive experience in development with an emphasis on major and or principal gifts within higher education.
Years of Management/Supervisor Experience	3-5 years fundraising in higher education or non-profit organization

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