



CLARK ATLANTA UNIVERSITY

Job Description

Position Title:	Director of Development – Annual Giving
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 Associate Vice President for Development, the Director of Development – Annual Giving will oversee multi-channel strategies to increase donor participation and strengthen long-term donor engagement and loyalty. This position has primary responsibility for securing budget-relieving support through data-informed campaigns across digital, direct mail, social, and tele funding platforms, and is responsible for qualifying, cultivating, soliciting, and stewarding annual donors to the University at all levels of support.

Examples of Duties and Responsibilities:

- A thorough understanding of, depth of experience within, and a working knowledge of annual giving tactics and strategies to develop and implement a comprehensive annual giving program
- Ability to develop and align plans and strategies to fulfill established annual giving fundraising targets through implementation and integration of all solicitation channels, including direct mail, email, crowdfunding, phone, and personal appeals.
- Responsible for identifying and deploying new tools and strategies to solicit philanthropic support.
- Collaborate with teammates to strategically solicit donors and move donors through the donor continuum
- Develop and manage giving days in collaboration with the Director of Alumni Relations
- Establish a system of annual giving analysis focused on data and metrics
- Assist on events such as homecoming, Spirit of Greatness Gala, alumni and friends golf outings, and other fundraising events

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
- 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
- Ability to work independently as well as collaboratively: The director will have the ability to craft and build an annual fund operation and must do so by taking initiative and thinking creatively. At the same time, the director must implement annual giving initiatives in collaboration with colleagues within the division and across the campus.
- Collaboration: This role must work effectively with alumni relations colleagues to increase engagement with this core constituency

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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