

# **GORDON COLLEGE**

## *Position Description*

### **Title: Assistant Director, Digital and Participant Giving**

**Function:** Under the supervision of the Executive Director of Development, (s)he has responsibility and leadership over the participant level revenue stream, young alumni giving society, digital giving days, and other key areas, serving as a key influencer on the college's Sustain Giving Team. Specific focus and responsibilities will be for philanthropic development and execution of a multi-step fundraising and stewardship plan for participant level donors (\$1-\$999) through traditional paper and digital appeals as well as digital giving days and the development and launching of a young alumni giving society. In addition, this position will work collaboratively with key campus leadership and other advancement staff to plan, administer, and direct the communications and activities that support participation level and digital fundraising, digital relations, and stewardship/communications including but not limited the Gordon College giving website. The incumbent will be responsible for securing a minimum of \$170,000 annually as revenue through fundraising efforts with the ultimate goal of moving donors up to higher giving levels.

### **Description of Duties and Tasks:**

#### **Essential Responsibilities:**

- Participants Revenue Stream
  - As a member of the sustained giving team, the incumbent will be the principal owner of the participant level donors (\$1-\$999) and will establish the annual vision and goal for this revenue stream. As part of their responsibilities they will be responsible for raising \$170,000 annually and have fiscal management of the budget associated with this revenue stream. Additional responsibilities are:
    - Develop an annual philanthropic multi-step strategy using the entire donor cycle – research/acquisition, cultivation, solicitation, and stewardship for donors from \$1-\$999 through traditional written and email appeals.
    - Develop an annual philanthropic multi-step strategy for digital giving days including Clash (athletics only), fall and Spring Giving days with campus partners.
    - Set strategy for and implement a systematic and creative approach to encourage and inspire philanthropic support from new and participation level donors with increased awareness for the Gordon Fund.
    - Develop, execute and manage a multi-step stewardship related to solicitation strategy, including launching a robust first time donor experience.
    - Ensure compliance and fundraising standards are adhered to for the College as they relate to the Participant revenue stream.
    - Fiscal management including development and expensing of allotted budget to support the participant revenue stream. Budget will be determined annually based upon goals.

- Responsible for meeting annual metrics for the following categories: dollars raised, graduating donors to the next giving level, graduating donors from one gift to multiple gifts annually, increasing the number of monthly giving donors, increase donor base, increase donor renewal rates, and others as assigned. All goals will be mutually agreed upon and clearly established based on the overall department fundraising plan.
  - Stay knowledgeable of new trends and best practices to support forward movement of the Participant revenue stream.
  - Create, analyze, and report data on strategic membership goals, programs, and services.
- Young Alumni Giving Society
  - Develop, implement, launch and manage a multi-modal, multi-step strategy using the entire donor cycle – research/acquisition, cultivation, solicitation, and stewardship of a young alumni giving society for alums 1-10 years’ post-graduation.
  - Meet annual metrics assigned to this revenue line.
  - Will collaborate with the Senior Director of Alumni Engagement to determine the best donor experience.
- Stewardship and Communications
  - Oversee and manage the department wide giving website. Ensure information is readily updated to cultivate and steward donors.
  - Drive content and delivery of stewardship for the department as assigned. Examples include, Christmas email and card, calendar year end, fiscal year end, and donor newsletter.
  - Oversee a cross campus communication meeting for digital and print communications.
  - Drive content and channel strategy for campaign communications and stewardship including but not limited to high net worth donor reports, newsletter, etc.

**Additional Responsibilities:**

- Serves as a member of the Alumni Strategy Team.
- Collaborate with the Senior Director of Alumni Engagement.
- Participate with Advancement wide events as assigned.
- Work collaboratively as part of the sustained giving team and cohesively with the development operations team. Works seamlessly with College Communications and Creative Services for all work related to key responsibilities.
- Continued learning of digital marketing platforms and applied technical knowledge to improve service in the digital space. Additionally, assists in reviewing new marketing technologies to bring Advancement to forefront of development in digital marketing, engagement and solicitation.
- If the college is engaged in a campaign, understand the importance of working cohesively to ensure the Participant level donors are properly engaged and that digital communication is supported.
- Become cross trained with other skills from the Sustained Giving Team.

**Required Knowledge, Skills and Abilities**

In order to fully perform the above functions, the incumbent must possess the following knowledge, skills and abilities, or demonstrate that the major responsibilities of the job can be accomplished, with or without reasonable accommodation, using some combination of skills and abilities.

1. Must profess faith in Jesus Christ as Lord; must accept Gordon's Statement of Faith; must practice Christian values in daily interactions with those within and without the Gordon community as outlined by Gordon's Statement of Life and Conduct; and must work to advance Gordon's mission through this position.
2. Minimum of a bachelor's degree and 3-5 years of development related work experience.
3. Thorough understanding of legal compliance related to fundraising.
4. Demonstrated experience in developing marketing and communications campaigns, and content creation.
5. Strong interpersonal skills and customer service orientation.
6. Ability to analyze data and develop strong fundraising initiatives.
7. Strong time management skills.
8. Understand basic accounting principles.
9. Sound judgement in negotiating including understanding the importance of "big picture" concepts.
10. Strong project management and execution skills, with a strong capability for prioritizing and attention to detail.
11. Strong written and verbal skills including editing proficiency. Confidentiality is required.
12. Ability to work cross-departmentally with both internal and external constituents in a professional business manner.
13. Strong analytical and reasoning skills.
14. Ability to be flexible and open minded in an effort to find strong solutions.
15. Willingness to continue to advance personal knowledge and trends within philanthropy and fundraising.
16. Job requires sitting and/or standing in front of a computer for long periods of times.
17. Proficient in Microsoft Office software, SalesForce, Jenzabar, and/or other fundraising CRM systems, Pardot, Social Studio, Social Listening with the ability to perform varying tasks within these environments with little guidance

Code: DEV-ADDPG-1

Grade: 5

FLSA Status: Exempt