



Associate Director, Annual Fund

Salary range: \$85,000 – \$125,000

Position Summary: The Associate Director of Development Annual Gifts reports to the Chief Development Officer of Doheny Eye Institute and manages annual gifts program. The Associate Director of Development Annual Gifts is charged with meeting agency targets and contributing to the overall growth of philanthropy. This individual will manage a portfolio of prospects. This individual has a rich development background with experience in annual fund, grateful patient programs and has a strong track record of successful management.

Principal Duties:

- Participates as a member of the Development team contributing to the overall division planning and providing fundraising counsel to senior Development leadership.
- Manages the planning and implementation of the employee appeal, annual giving program, and grateful patient fundraising.
- Maintains a personal prospect pool of approximately 150 prospects to qualify, cultivate, solicit, and steward.
- Meets 10-14 quality donor contact a month and submit contact reports for these visits.
- Meets regularly with researchers, physicians, and related staff to discuss grateful patient program and ensure open communication between offices. Secure and write grateful patient stories for direct mail appeals, website, and social media.
- Direct and manage direct mail and grateful patient mailings and e-blasts.

Qualifications:

- Bachelor's degree required. Health care professional-related background. Demonstrate knowledge of principles and practices of fundraising in the area of annual fund and grateful patient programs for health care, higher education and/or an academic university.
- Proven experience in annual gifts and grateful patient fundraising and in cultivating and soliciting prospects.
- Broad knowledge of the principles of fundraising and able to participate in all aspects of the gift cycle: (1) to initiate contacts with potential donors; (2) to develop appropriate cultivation strategies for them; (3) to move potential donors in an appropriate and timely fashion toward solicitation and closure; (4) to make solicitations when appropriate; (5) to maintain stewardship contacts with donors.
- Four years of full-time experience in fundraising, nonprofit administrative experience, and/or a related field including sales/marketing, and health care. Working knowledge of annual giving, direct mail, and marketing principles.
- Serves as a creative resource in identifying and developing new methods of donor engagement, i.e. web pages, social media, text to give, and crowdfunding.
- Highly motivated with a capacity for hard work within the context of an intensely goal-oriented environment and possess the ability to function independently, yet relate comfortably to a centralized framework for fundraising, participating in and contributing to a team effort.
- Solid relationship-building skills, able to interface with external constituents, leading faculty, and administrators. Problem-solving, research, and analytical skills.
- Must have exemplary leadership qualities, interpersonal, written and verbal skills, highly organized, with a working proficiency of Microsoft Office products, including Word, Excel, and PowerPoint; as well as Raiser's Edge

To Apply: Please complete the [Employment Application](#) and submit to jobs@doheny.org