

## **Director of Annual Giving, Institutional Advancement/Individual Giving, Doheny Campus**

### **About Mount Saint Mary's University:**

Mount Saint Mary's is the only women's university in Los Angeles and one of the most diverse in the nation. The University is known nationally for its research on gender equity, its innovative health and science programs, and its commitment to community service. As a leading liberal arts institution, Mount Saint Mary's provides year-round, flexible and online programs at the undergraduate and graduate level. Weekend, evening and graduate programs are offered to both women and men. Mount alums are engaged, active, global citizens who use their knowledge and skills to better themselves, their communities and the world. <https://www.msmu.edu/>

Mount Saint Mary's University is an equal opportunity employer. The University is thoroughly committed both to providing equal employment opportunities for all job applicants and employees, and to providing a work environment that is free from harassment, discrimination and retaliation. We will consider for employment all qualified applicants, including those with criminal histories, in a manner consistent with the requirements of applicable state and local laws, including the City of Los Angeles' Fair Chance Initiative for Hiring Ordinance.

Applicants must be able to provide proof of eligibility to work in the United States. The University will not assist applicants with any visa matters. A background check will be required. Applicants must also provide proof of COVID-19 vaccination or condition of employment.

### **Job Description:**

The Director of Annual Giving reports to the Senior Director of Development (SDOD) and will work closely with both the SDOD and Director of Development, Principal Gifts (DOD) to develop and set the annual giving strategy and the strategy for the associated giving societies (e.g., the Brady Leadership Society - donors of \$1,200-\$4,999 and the Athenian Circle - 3+ years of consecutive giving) as well as to manage the strategy and execution of both. S/he is responsible for supporting the effective stewardship of all donors with a focus on retaining donors and promoting a culture of philanthropy. S/he will work closely with the Director of University and External Events to coordinate programs and events designed to inform donors about their gifts and enhance positive relationships through stewardship events.

The Director of Annual Giving will also work to secure leadership annual gifts in the \$1,200 and higher range and work to increase the number of these donors to the University.

### **Duties/Responsibilities:**

- Develop coordinated Annual Fund solicitation and stewardship strategies and materials involving direct mail, email, telephone contacts, ten (10) personal donor visits a month, social media communication, and volunteer engagement - all focused on establishing a sustainable tradition of annual support.
- Grow the University's leadership giving society, the Brady Leadership Society; Manage the renewal and upgrade process of approximately 100 leadership annual giving (\$1,200-\$4,999) prospects in order to generate unrestricted revenue for University priorities and needs; Prepare gift proposals and agreements as needed.
- Manage the Athenian Circle, the Mount's consecutive giving society, to ensure donor retention; Track retention rate and report on it at monthly development meetings.
- In conjunction with the Director of Development/Principal Gifts Officer, serve as the lead project manager for the University's annual Mount Day of Giving and #GivingTuesday. This includes creating and managing the GT/MDOG communications calendar, collaborating with Alumnae Engagement on featured engagement and volunteer opportunities, partnering with Marketing and Communications on theme, website, and print and digital collateral, and managing the staffing plan for the event.
- Ensure a comprehensive stewardship program for Brady Leadership Society and annual donors is in place and operational.
- Work collaboratively with the Senior Director of Development to develop a strategic marketing/communications and stewardship plan for the Annual Fund.
- Work effectively with Director of Advancement Services to create a marketing segmentation plan for soliciting donors/prospects as well as systemizing benchmarking and data analysis reports.
- Work strategically with the Director of Development/Principal Gifts Officer and the Manager of Advancement Services and Donor Relations to support all digital giving and digital outreach efforts.
- Develop, implement and manage a program focused on retaining unmanaged LYBUNTs and recapturing unmanaged SYBUNTs (\$1-999).
- Other duties as assigned.

#### **Other duties and responsibilities**

- Evening and weekend work, as necessary.
- Some travel required in region and state.
- Perform other job-related duties, as assigned.

#### **Requirements:**

#### **Knowledge:**

- Understanding of sophisticated fundraising techniques, donor relations and trends.
- Strong working knowledge of Raiser's Edge database system, computers in general and Microsoft Word and Excel software applications.
- GiveCampus knowledge and experience with donor retention fundraising helpful.

#### **Abilities and Skills:**

- Ability to articulate the mission and value of a Mount Saint Mary's University education and forge strong working relationships with others.
- Strong capacity for engaging confidence and trust among prospects and donors.
- Ability to work effectively with a wide range of constituencies in a diverse community.
- Effectively set priorities, and analyze and creatively solve problems.
- Exercise sound judgment and decision making.
- Detail-oriented, flexible and proactive.
- Demonstrated follow-through with multiple, simultaneous projects and tasks.
- Ability to keep abreast of updates and changes within the field.
- Must be comfortable working with high level volunteers.
- Excellent written and oral communication and organization skills.
- Ability to organize, prioritize and handle multiple tasks to meet established deadlines.
- Computer proficiency (strong experience with Raiser's Edge) and general office skills.
- Ability to drive and provide transportation to off-campus locations and work in-person.

**Education:**

- Bachelor's degree required

**Experience:**

- Five (5) or more years of fundraising experience with a focus on annual giving; experience in donor relations or with giving societies a plus.

Additional Information:

Starting salary \$85,000

**Work Location:** Doheny Campus (Downtown Los Angeles)

**Start Date:** Immediately

**Applications Deadline:** Open until filled

The University is committed to recruiting and retaining a diverse student population and workforce as a reflection of our commitment to maintain the excellence of the University, and to offer our students richly varied disciplines, perspectives and ways of learning. In compliance with applicable laws and in furtherance of its commitment to fostering an environment that welcomes and embraces diversity, the University does not discriminate on the basis of race, color, creed, religion, national origin, sex (including pregnancy and parenting status), disability, age, veteran status, sexual orientation, gender identity or expression, marital status or genetic information in its programs or activities, including employment, admissions, and educational programs. We encourage people of all backgrounds to apply to be a student or to work for the University.

Application Instructions:

Please submit resume and cover letter.

To apply, visit <https://apptrkr.com/3307342>

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