

Senior Associate Director, Annual Giving

Job Summary:

The Senior Associate Director, Annual Giving is responsible for raising funds from alumni and other donors in support of the current operations of the College. The Senior Associate Director, Annual Giving is responsible for sustaining, stewarding and growing participation and giving from the College's annual donors who have the potential for leadership and major gifts.

This position will also support the strategy developed in conjunction with the Director for Annual Giving and the Annual Giving team. This includes the development and implementation of a peer-to-peer solicitation volunteer program, reunion and class giving, as well as affinity based fund-raising.

Characteristic Duties & Responsibilities:

Leadership Annual Giving:

- Lead the identification, solicitation and stewardship of HMMS giving society members and manage a volunteer committee that supports HMMS.
- Maintain a portfolio of 150 prospects capable of making a leadership annual gift to the College.
- Identify, cultivate and solicit annual fund gifts in the range of \$1,500 - \$24,999.
- Maintain a donor visit schedule of 12-15 prospect visits per month.

Crowdfunding:

- In coordination with the Director, support all aspects of #MULEMENTUM, the annual day of giving program.
- Lead the strategic development and execution of the annual Mule Madness fundraising initiative in conjunction with the Athletics department.

Affinity Fundraising:

- Develop and manage a leadership team of class-specific volunteers who identify, solicit, cultivate and stewards classmates and various constituents.
- Work closely with reunion volunteers to support solicitation strategy, giving goals and programming.
- Work closely with the Department of Athletics on individual solicitation strategy and dedicated giving programs such as the annual Mule Madness effort and the 100 Club.
- Work to nurture, grow and steward faculty and staff philanthropy.
- Support the philanthropic efforts of affinity programs such as Hillel, the Institute for Religious and Cultural Understanding, and WMUH.

General Responsibilities:

- Work closely with the Advancement Communications team on message development and Donor Relations staff on donor stewardship initiatives.
- Attend and staff major College functions, including but not limited to Alumni Weekend, THAW and various donor events.
- Travel (that may require overnight stays) and some night and weekend work are required.
- Other duties as assigned.

Qualifications (*While no one person may possess all the qualifications listed below, the ideal candidate will have many of the following professional experiences and characteristics*):

- Bachelor's degree required.
- Minimum five years related professional experience required.
- Previous face-to-face solicitation experience preferred.
- Strong analytical and assessment skills required.
- Demonstrated understanding of fundraising techniques, volunteer management, donor relations and stewardship.
- An active commitment to diversity, equity, inclusion and belonging .
- Demonstrated ability to meet goals and effectively handle multiple priorities.
- Ability to work in a self-directed fashion while serving as a member of a collaborative Advancement team.
- Ability to understand and articulate the role of a small, private liberal arts college.
- Excellent skills in communication, organization, time management and planning
- Satisfactory completion of standard background checks, including but not limited to education verification, driving record, national criminal background checks, and child abuse clearance required.

Schedule & Benefits: This is a full-time, year-round position based in Allentown, PA with partial remote work available. Muhlenberg offers a highly competitive benefits package, including but not limited to, generous holidays (included an extended winter break between Christmas Eve and New Year's Day), vacation (22 days per year), sick leave, paid parental leave, tuition programs at the undergraduate and graduate level, medical, dental and vision coverage, flexible spending plans, College-provided short-term disability, life insurance, and retirement.

The College & Surrounding Area: Founded in 1848, [Muhlenberg College](https://www.muhlenberg.edu/) is a private, four-year residential, liberal arts college offering baccalaureate and graduate programs. Muhlenberg College is dedicated to shaping creative, compassionate, collaborative leaders through rigorous academic programs in the arts, humanities, business, natural sciences and social sciences; as well as pre-professional programs in law, health and theology; and progressive workforce focused post-baccalaureate certificates and

master's degrees. As part of eastern Pennsylvania's scenic Lehigh Valley, Allentown is a diverse city of 125,000, located just 60 miles north of Philadelphia and 90 miles west of New York City. As the third largest city in the state, and along with neighboring Bethlehem and Easton, the region is home to a vibrant arts scene, extensive parks and recreational opportunities, and a rich blend of diverse cuisine. [Check out Allentown](#) and [Life in the Lehigh Valley | Muhlenberg College](#) to learn more.

Muhlenberg College is an Equal Opportunity Employer. All employees are expected to support Muhlenberg's commitment to function as a diverse, caring, inclusive community.

Salary Range: \$65K-\$70K

Link to Application Page:

https://muhlenberg.wd1.myworkdayjobs.com/en-US/MuhlenbergCareers/job/Senior-Associate-Director--Annual-Giving_R0000944