Full-time Director of Annual Giving Programs

Reports to: Senior Director of Development

Summary of Position

Reporting to the Senior Director of Development, the Director of Annual Giving Programs will oversee all aspects of the BUF Foundation's annual giving efforts. S/he will be responsible for increasing annual giving revenue that includes discretionary support, broadening the base of support with an emphasis on alumni, and strengthening the major gift pipeline.

Primary Duties and Responsibilities

- Design and manage an integrated multi-channel marketing strategy of outbound programs (direct mail, telefund, email, etc.).
- Create a strategy for inbound programs (websites, giving forms) that engage donors through one-to-many marketing channels and ultimately moves them into personal relationship-based development efforts.
- Analyze strategies and make adjustments to increase annual giving from $1.5 million annually with 9% alumni participation to higher targets to meet demand.
- Enhance the annual giving department's use of digital marketing (e.g., email, websites, social media) and analytics (e.g., predictive modeling, social media data mining) to improve segmentation and messaging and to create a personal and positive experience for donors.
- Develop strong solicitation, engagement, and stewardship programs for key constituencies (e.g., parents, faculty, staff, young alumni, students) as well as key affinity groups.
- Work with campus partners (e.g., Athletics, Alumni and Professional Engagement, academic units) to ensure personal and consistent messaging and positive donor experiences.

Primary Duties and Responsibilities as summarized above provide a representative listing only and should not be regarded as a complete statement of tasks performed by incumbents of this position. It should be recognized, therefore, that employees may be asked to perform job related duties in addition to those outlined above.
Minimum qualifications, knowledge and abilities

- Bachelor’s degree required, Master’s Degree preferred. Excellent communication skills, proven track record of successful fundraising and eight plus years of relevant experience.
- Demonstrated experience with, and comprehensive understanding of, the use of direct mail, e-mail, online, and telemarketing strategies to generate and sustain annual support.
- Demonstrated experience in project management, including ability to develop and manage project management systems.
- Must possess ability to handle multiple projects in a fast-paced environment with strong attention to detail.
- Demonstrated ability to work effectively with diverse constituencies and effectively develop relationships that enhance overall development goals. Strong writing and verbal communication skills are essential.
- Ability to work evenings and weekends.
- Valid US driver’s license and ability to travel locally, regionally and nationally.

Physical Conditions:

- Physical demands are modest.
- Sitting, standing, walking required.
- Visual acuity and manual dexterity and required for keyboarding
- Speech, visual and hearing abilities that are suffice to read and view writing materials and effectively communicate and interact with staff and donors in person and over the telephone.

To apply, please send a cover letter, resume and a list of three professional references (name, address and phone number) that we may contact to:

Bloomsburg University Foundation, Inc.
50 East Main St, 4th Floor
Bloomsburg, PA 17815
Email: careers@bloomufdn.org
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