



Employer/Funding Source: UB Foundation Activities, Inc.

Title of Position: Assistant Director for Special Constituencies

FLSA Status: Exempt

Department: Annual Giving

Division: Philanthropy and Alumni Engagement

Supervisor of Position

Title: Senior Director of Annual Giving

Date: August 2017

University Overview

UB is a premier, research-intensive public university known for its academic excellence. Driven by our vision—UB 2020—to be counted among the nation’s leading and most distinctive public research universities, a new University at Buffalo is emerging. Building strong connections with our alumni and donors worldwide is critical to our success; the Division of Philanthropy and Alumni Engagement is leading the effort. We are creating a new UB environment that broadens opportunities for alumni engagement, capitalizes on positive student experiences and builds philanthropic support for the university.

Annual giving is one of the most important elements of UB’s fundraising program. The purpose of annual giving is to raise money from individuals in support of the UB Fund on a consistent and ongoing basis to enhance and support the UB student experience. Donors who consistently contribute annually are more inclined to make major gifts or planned gifts, such as bequests, later in life.

Position Summary

Reporting to the Senior Director of Annual Giving, the Assistant Director for Special Constituencies will assist in the overall management of annual gift activities at the University at Buffalo. In particular, this position will be responsible for developing and managing targeted and mass marketing programs to increase participation from priority special constituent groups such as friends, students, faculty and staff and parents through traditional annual giving methods including but not limited to phonathon, direct mail, email, social media and personal outreach.

Duties/Responsibilities:

- Support fundraising goals by developing and executing effective fundraising and marketing strategies for special constituent groups such as students, parents of UB students, faculty and staff, Honors College graduates, former student athletes, and patrons of events hosted by the Center for the Arts.
- Create detailed solicitation plans and segmentation groups, secure lists, create custom messages, develop constituency specific outreach method and schedule in coordination with internal partners such as Donor and Alumni Communications, Donor Relations and Stewardship, Alumni Engagement as well as with external partners, such as vendors, as applicable.
- Oversee special appeals/events such as Day of Giving and support university TAG Week efforts.
- Proactively research and develop profiles/characteristics of all segment groups, which may include conducting focus groups to test messages and solicitation plans, engaging volunteers in order to leverage relationships, and implementing A/B tests to determine most effective messages and tactics for each segment group.
- Monitor results continuously and suggest course corrections as necessary.

20% of activity

- Participate as a full member of the Philanthropy and Alumni Engagement team, annual giving team and strategy meetings, professional development activities, and other staff meetings as appropriate.
- Recruit and manage volunteers when appropriate.
- Pursue professional growth activities with the approval and support of the Director of Annual Giving.
- Support strategic operating plans for the Office of Annual Giving as directed by the Assistant Vice President and Senior Director of Annual Giving; establish coordinated goals and implement programs to meet goals, and development policies and priorities.
- Actively contribute to the growth and enhancement of the annual giving program through planning and collaboration led by the Assistant Vice President for Annual Giving and Senior Director.
- Other duties as assigned.

Measures of Success

Annually meet and exceed the primary annual giving mass outreach metrics- annual donor goal, annual revenue goal, annual retention goal.

Progressively increase the number of alumni donors to the University at Buffalo.

Reporting Relationships

The Assistant Director of Special Constituencies reports to the Senior Director of Annual Giving.

Functional:

Within the Division of Philanthropy and Alumni Engagement, the Assistant Director of Special Constituencies collaborates with partners in Annual Giving, Donor Relations and Stewardship, Alumni Engagement, Donor and Alumni Communications and Prospect Research. The Assistant Director of Special Constituencies will develop and maintain strong working relationships with donors, prospects, key volunteers, and all internal partners.

Key Qualities for Successful Fundraising

The Assistant Director of Special Constituencies must be results-oriented with professional characteristics that include leadership, commitment to confidentiality, flexibility, team-orientation, attention to detail, and sensitivity to the stewardship of long-term relationships.

Qualifications

Required:

- Bachelor's degree
- A minimum of two years of experience related to fundraising or direct marketing (i.e. annual giving, major gifts, mass marketing, data management, or donor relations).
- Experience managing multiple marketing projects in tandem.
- Knowledge of annual giving industry trends and willingness to take risks.
- Excellent written and verbal communication skills.
- Excellent time management and organizational skills.
- Attention to detail, deadlines and mindfulness of budget parameters are vital.

Preferred:

- Experience working with and in engaging volunteer partners in the development of meaningful and productive relationships with prospects and donors.
- Creativity, innovation, and ability to write/edit solicitation/marketing/educational materials.
- Familiarity with and success in complex environment, such as a public university.
- Experience with annual giving fundraising for an educational organization.

University at Buffalo is an affirmative action/equal opportunity employer and, in keeping with our commitment, welcomes all to apply including veterans and individuals with disabilities. The University is dedicated to the goal of building a culturally diverse and pluralistic University community committed to teaching and working in a multicultural environment.

Salary: \$40,000-\$50,000

UB offers highly competitive salary and benefit packages for its philanthropy staff.

For more job information and directions on how to apply, please visit our website at:

<https://www.ubjobs.buffalo.edu>. Only applications received through UB Jobs will be considered.

Posting # U1700053

Quick link to apply: <http://www.ubjobs.buffalo.edu/postings/11591>