

**Employer/Funding Source:** UB Foundation Activities, Inc.

**Title of Position:** Annual Gift Officer

**FLSA Status:** Exempt

**Department:** College of Arts and Sciences

**Division:** Philanthropy and Alumni Engagement

**Supervisor of Position**

**Title:** Assistant Dean of Constituent and Alumni Engagement  
Assistant Vice President for Annual Giving

**Date:** January 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.

**Description of Position**

The Annual Gift Officer will join a team of fund-development professionals in the College of Arts and Sciences who are focused on engaging alumni and soliciting prospects in a professional and collaborative environment. The Annual Gift Officer also will participate as an active member of the university’s annual giving team which is comprised of annual gift officers from across the university and is organized under the general direction of the Assistant Vice President for Annual Giving.

Reporting to the Assistant Dean of Constituent and Alumni Engagement for the College of Arts and Sciences and the Assistant Vice President for Annual Giving the Annual Gift Officer will take the lead on the overall management of annual giving activities for the College of Arts and Sciences. The Annual Gift Officer will work collectively with UB’s Office of Annual Giving to devise and implement a strategic and comprehensive focus around individual outreach and prospect management to increase annual giving and develop a strong pipeline of consistent donors. The Annual Gift Officer also will take the lead on the execution of leadership annual gift solicitation strategies, with special focus on personal visits and outreach. The Annual Gift Officer’s primary responsibility is to identify, cultivate, solicit and steward prospects and donors capable of making gifts in the \$1,000—\$24,999 range. As prospects with the capacity and inclination to make special,

major, and principal gifts are identified, the Annual Gift Officer also may cultivate, solicit and steward these potential donors in collaboration with other university and school gift officers.

The Annual Gift Officer will work with the Assistant Dean of Constituent and Alumni Engagement and the Assistant Vice President for Annual Giving in designing and implementing a comprehensive solicitation program for the College of Arts and Sciences, focusing on raising leadership annual gifts. Specifically, the Annual Gift Officer will assist in the design and implementation of annual solicitation plans including the development and management of systems and support structure to grow membership in the College of Arts and Sciences leadership gift society—the Julian Park Society.

### **Duties and Responsibilities**

#### **80% of activity**

- From a pool of existing annual donors, build a portfolio of approximately 150 prospects to engage, visit, and solicit gifts of \$1,000-\$24,999.
- Develop and execute leadership annual gift solicitations with the goal of increasing the number of individuals who qualify for Julian Park Society (the \$1,000 gift society) recognition. This will include the qualification, cultivation, renewal, upgrade, fulfillment and stewardship of individuals with capacity to give at the leadership annual gift level through innovative strategies.
- In collaboration with UB's annual giving office, manage and execute the education and solicitation of key constituencies such as students, faculty/staff, volunteers, leadership boards (i.e., alumni boards, deans' advisory councils) for the College of Arts and Sciences). Specific to volunteer leadership boards, collaborate with the College of Arts and Sciences senior staff and respective volunteer leadership to ensure 100% participation in the annual fund, preferably as leadership donors.
- Work in conjunction with school and unit-based gift officers to ensure the solicitation of annual gifts from managed donors and prospects.
- Document contacts and strategies through the prospect tracking module of Advance Web, the in-house database for gift recording/reporting and all donor/prospect information. Adhere to the policies and procedures for accepting, recording and acknowledging gifts.
- Collaborate with the Office of Annual Giving to inform mass outreach and leadership annual giving strategies.

#### **20% of activity**

- Participate as a full member of the Philanthropy and Alumni Engagement team, gift officer meetings, annual giving team and strategy meetings, professional development activities, and other staff meetings as appropriate.
- Provide staff support for Dean's Advisory Council on philanthropy-related issues, as requested.
- Recruit and manage volunteers when appropriate.
- Pursue professional growth activities with the approval and support of the Assistant Dean of Constituent and Alumni Engagement.

- Support strategic operating plans for the College of Arts and Sciences as directed by the Associate Dean and Senior Director of Philanthropy and Alumni Engagement and the Assistant Dean of Constituent and Alumni Engagement; 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.

### **Reporting Relationships**

The Annual Gift Officer dually reports to the Assistant Dean for Constituent and Alumni Engagement for the College of Arts and Sciences, and the Assistant Vice President for Annual Giving. The Assistant Dean and Director oversees the day-to-day activities of the Annual Gift Officer. As a member of the team of annual gift officers, the Assistant Vice President provides direction to the Annual Gift Officer relative to general annual giving policies and strategy established for annual giving at UB.

### **Functional:**

Within the Division of Philanthropy and Alumni Engagement, the Annual Gift Officer collaborates with partners in Annual Giving, Donor Relations and Stewardship, Alumni Engagement, Donor and Alumni Communications and Prospect Research. The Annual Gift Officer will develop and maintain strong working relationships with donors, prospects, key volunteers, and all internal partners, including faculty and staff in the College of Arts and Sciences.

### **Key Qualities for Successful Fundraising**

The Annual Gift Officer 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. The incumbent must be able to travel up to 30% of the time, including evenings and occasional weekends.

### **Qualifications**

#### **Required:**

- Bachelor's degree
- A minimum of one to three years of experience in a fund-development role.
- Demonstrated experience in personal solicitation, negotiation and goal achievement.
- Excellent written and verbal communication skills.

#### **Preferred:**

- Master's degree
- Experience working with and in engaging volunteer partners in the development of meaningful and productive relationships with prospects and donors.
- 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: \$50,000-\$60,000. 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.

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- Quick link to apply: <https://www.ubjobs.buffalo.edu/applicants/Central?quickFind=59646>