



Position Title:	Annual Fund Officer		
Reports To:	Director of Annual Giving & Alumni Relations		
Department:	MDC Foundation	Job Code:	2950
Prepared By/Date:	Carol Flynn/04-2007	Job Group:	PENC
Approved By/Date:	Glenn Kaufhold/04-2007	Salary Grade:	14
Revised:	Jennifer C. Brito/05-22-2009	FLSA Status:	Exempt

Summary:

The Annual Fund Officer develops a culture of giving among the College's various constituents by securing annual contributions from alumni, faculty/staff, and friends. Under limited supervision, manages daily operations of annual fund programs as mutually agreed upon with Director of Annual Giving and Alumni Relations.

Essential Duties and Responsibilities:

- Develops and implements central development direct mail campaigns in conjunction with a telephone outreach program for alumni, faculty/staff, and friends
- Creates and implements a faculty/staff strategy for annual campaign
- Sets annual fund-raising goal for annual giving and develops plans to successfully meet those goals
- Develops and recommends budget necessary to implement direct mail campaigns for central development
- Develops solicitation and communication strategies with Director of Annual Giving & Alumni Relations for mail and/or personal solicitations. Works with staff and volunteers to carry out giving strategies
- Writes direct mail solicitation packages for central direct mail efforts
- Plans and executes internal campaign to raise funds from faculty and staff
- Identifies, recruits, and trains volunteer committee to assist with solicitation
- Oversees coordination of campaign theme in all aspects of the programs
- Performs other duties as assigned

Knowledge, Skills and Abilities:

- Knowledge of marketing, public relations and fund raising campaigns, methods and techniques
- Knowledge of industry trends, models, and practices in annual fund programs
- Excellent organizational skills, presentation skills and communication skills (both oral and written)
- Excellent interpersonal and networking skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community
- Strong leadership skills with the ability to be persuasive and influential
- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations
- Ability to prepare and manage budgets and resources
- Ability to effectively present information and respond to questions from top management, groups of managers, clients, customers, and the general public
- Ability to maintain a high level of poise and professionalism in all circumstances
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists

- Ability to take primary responsibility for diverse number of projects and to complete them in a timely manner with limited supervision
- Ability to work in a multi-ethnic and multi-cultural environment with user communities of diverse backgrounds and skill levels including alumni, students, and staff, as well as others within the College Community

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee must occasionally lift and/or move up to 10 pounds. The employee is frequently required to stand; walk; talk and hear; sit; use hands to finger, handle, or feel and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Essential Personnel:

Non-essential

Minimum Requirements:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Bachelor’s degree in a related field of study such as Business, Public Relations, or Marketing and five (5) years of experience in fundraising or related experience in sales/marketing, development, or non-profit marketing (preferably in an academic environment).
- Evening and weekend work is sometimes required.

ACKNOWLEDGEMENT

I have read and acknowledge receipt of a copy of my job description.

Signature

Date

Printed Name