



Director of Donor Engagement

INTERNAL JOB POSTING ONLY

Job Purpose: The Director of Donor Engagement is responsible for implementing an institution-wide comprehensive donor engagement program that appropriately and consistently promotes interaction with and recognition of donors at all levels. The position requires excellent collaborative skills to be applied with all advancement staff, including other directors, frontline fundraisers, the president's office, deans, academic/administrative department heads and other partners across the university. S/he must have the ability to oversee donor engagement activities and special events, and draft written materials to aid in the institution's efforts to educate, cultivate, and recognize its donors. This position, an integral part of the university's advancement efforts, offers the opportunity to apply creative and critical thinking skills in a wide range of communications and engagement projects that connect the university with its current and prospective benefactors.

Minimum Qualifications

Education: Bachelor's degree required

Experience:

- A minimum of four (4) years of professional experience is required; higher education experience is preferred. Candidates with fundraising, event management, and writing experience will be given strong preference. Education/experience equivalents considered.

Knowledge, Skills, and Abilities:

- Familiarity with the CASE Donor Bill of Rights, and the CASE Ethics Guidelines.
- Understanding of philanthropy as it relates to higher education.
- Computer software skills, including Microsoft Office and knowledge of integrated client database systems is required. Raiser's Edge/NXT experience preferred.
- Willingness to work evenings and weekends as necessary.

Characteristic Duties and Responsibilities

Essential Functions:

- Develop procedures and standards across the department and university that are essential for a comprehensive donor engagement program.
- Provide strategic direction for increasing donor engagement, donor retention and acquisition.

- Oversee a systematic and integrated campaign leadership program that encompasses donor recognition and campaign related events.
- Proactively support gift officers in the design and execution of annual and multi-year donor engagement plans.
- Serve as a creative resource to the Director of Fundraising Communications and the Office of Marketing and Communications in identifying and developing new methods of donor communications. Advise on and facilitate the recognition of donors in both print and electronic publications.
- Responsible for consistent, accurate, and appropriate information-sharing with prospects and donors.
- Provide leadership, advisement, writing and editorial support for the university's donor communications efforts, including, but not limited to acknowledgments from senior leadership, engagement plans and special communications.
- Work collaboratively with department and university staff to produce annual donor-related events with the appropriate donor recognition components.
- Manage information tracking processes regarding acknowledgement, recognition, on-going communications and continued cultivation of past and current major donors to enhance their relationship with the university and increase the likelihood of continued support.

Please send letter of application, resume and contact information for three references to hr@sbu.edu

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