



OTTERBEIN UNIVERSITY

Job Posting

Job Title: Assistant Director of Annual Giving

Job Class: Administrative

Department: Advancement Services

Reports to: Director of Annual Giving

FLSA status: Full-time/Exempt/12-months

To Apply: Please email an [Otterbein Employment Application](#), resume and cover letter including salary expectations to hr.jobs@otterbein.edu addressing this position in the subject; FAX 614-823-1511; or mail to Otterbein University, Human Resources, 1 South Grove Street, Westerville, OH 43081. Only submissions with a completed application will be reviewed.

For an Otterbein Employment Application or more information: Please visit

<http://www.otterbein.edu/public/About/Careers.aspx>.

BENEFITS at Otterbein include tuition benefits for employees and their dependents, 4 weeks of vacation, 11 paid holidays, medical, dental, vision, and competitive employer contributions to a 403(b) retirement plan.

ABOUT OTTERBEIN UNIVERSITY: Historically progressive. That is the hallmark of Otterbein University and those connected to this private university nestled in the picturesque, historic Uptown Westerville district in central Ohio. Otterbein University, established in 1847, a set of deeply rooted values still guide this model community of leaders and learners. Otterbein has set the pace by providing an educational experience that is progressive, innovative and inclusive. Today Otterbein University enrolls 2,495 undergraduate students in more than 70 majors and 393 graduate students working toward one of six master's degrees or a doctor of nursing practice degree. Students come from towns throughout Ohio and represent 42 states and 9 countries, enriching the campus through their individual and collective diversity. Integrity, humane values and an inherently just, moral compass have guided Otterbein's forward-thinking vision and actions—from its curriculum to its responsibilities as a member of academic, regional and global communities.

SUMMARY: If you are looking to stand out in the crowd and have a career that makes a difference in the life of an institution, Otterbein University is the place for you. We are hiring a new Assistant Director of our Annual Giving program. We seek a person who is creative, inclusive, forward thinking, and can motivate others to help set the pace in higher education and realize our vision.

Our beautiful campus is located in Westerville, Ohio, one block from Uptown shops and restaurants, ranked as one of the friendliest communities in the country, and is only 15 minutes from downtown Columbus and the John Glenn International Airport. We are nestled between two major shopping/entertainment destinations, Polaris and Easton - each just 10 minutes from campus.

The Assistant Director of Annual Giving serves as an integral part of the University's continuing growth of the annual giving program. While focus is on securing unrestricted support for the Otterbein Fund

through the telefund and young alumni philanthropy, the assistant director will provide recommendations as well as execute strategies and tactics across multiple communications channels for all donor segments in the annual giving program.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following: Daily management of the call center, including data preparation, scripting, caller recruitment, hiring, and supervision, and overall strategy as it relates to giving through the phone channel. Work hours will vary and will include evenings and weekends during calling.

- Track and analyze data in all channels and segments, with emphasis on phone, to ensure appropriate progress towards annual giving goals; utilize analysis to recommend and implement adjustments to tactics as needed.
- Develop and manage a comprehensive young-alumni philanthropy program, including a successful multi-channel campaign targeted to reach students who have graduated in the last decade. Solicit and meet/exceed ascribed goals for this segment. This will include face-to-face solicitation of assigned prospects.
- Work to develop a 4-year education and engagement program to build an understanding of philanthropy within the student body. This will include the management of the senior class gift, and a student intern focused on this program.

Involve young alumni and student constituencies in philanthropy through multichannel communications pieces.

- Develop and implement video strategy for donor communications.
- Manage the GOLD and Cardinal Loyalty Recognition societies, and assist with overall stewardship of annual donors. Assist at alumni and donor events as needed, including nights and weekends.
- Assist with the management of sustainer giving and matching gift program.
- Contribute to the content and assist in developing appropriate strategies for Twitter, Instagram, Snapchat, and Facebook groups.

Other duties as assigned.

SUPERVISORY RESPONSIBILITIES: Recruits, hires, trains, and manages a pool of 20-30 callers known as University Ambassadors, as well as a student intern.

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE: A bachelor's degree is required for the position. The ideal candidate will have a strong working knowledge of higher education organizations, particularly small independent liberal arts colleges. The desirable candidate should have previous success in communication strategies and implementation in a college, corporate, or non-profit setting, excellent organizational, written, verbal and interpersonal skills, and a willingness to take initiative. The candidate must have the ability to work under pressure, meet deadlines, and oversee multiple tasks

simultaneously. The candidate must have a successful track record in writing and producing communications.

MISSION CRITICAL COMPETENCIES:

- **COMMUNICATION SKILLS:**
 - Ability to present information, analysis, ideas, and positions in writing or in oral presentations in a clear and convincing manner.
 - Ability to tailor written and oral presentations to effectively reach intended audience.
- **INTERPERSONAL SKILLS:**
 - Ability to create strong relationships with constituents and colleagues in order to develop trust and credibility with them.
 - Ability to work through interpersonal conflicts to ensure problems are addressed and relationships are strengthened.
 - Respect confidentiality of information.
- **AGILITY:**
 - Readily responds to pressing and changing demands of constituents and within the organization.
 - Take calculated risks.
- **INITIATIVE:**
 - Seek opportunities to improve, streamline, reinvent work processes as a means to improve the organizations performance and effectiveness.
 - Think expansively by combining ideas in unique ways or making connections between disparate ideas.
- **ACCOUNTABILITY:**
 - Take responsibility for individual and team goals.
 - Develop goals and a plan to help fulfill the division's mission.
 - Develop clear and challenging but achievable personal and organizational goals.
- **ETHICS:**
 - Act in a way that reflects relevant law, policy and procedures, and university values.

CERTIFICATES, LICENSES, REGISTRATIONS: N/A

LANGUAGE SKILLS: Excellent written and verbal communication skills required.

MATHEMATICAL SKILLS: Ability to analyze and segment audiences based on sound marketing principals is required.

TECHNICAL SKILLS: Facility with computers and databases is essential.

REASONING ABILITY: Excellent organizational and interpersonal skills are required along with attention to detail and a goal-oriented work ethic.

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.

Ability to travel both on and off campus. Some evening and weekend work is required to represent the University at events and functions. Must be able to spend prolonged periods of time on a computer and on the telephone. Must be able to project voice and do public speaking in both small and large group settings. Must be able to meet regular and predictable attendance standards.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is primarily performed in an office setting but may vary depending upon conditions present at off-campus locations.

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct and control the work of employees under supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.

Otterbein University is an Equal Opportunity Educator and Employer.

Otterbein University is committed to providing a welcoming environment free from unlawful discrimination. To this end, the University prohibits any form of discrimination against any person on the basis of race, color, sex, gender, pregnancy, religion, creed, marital status, partnership status, age, sexual orientation, gender identity, gender expression, national origin, disability, military status, or any other legally protected status in its programs and activities. However, the University's commitment to a nondiscriminatory environment is not intended to abridge unduly its commitment to academic freedom, free speech, or its educational mission. Inquiries or complaints regarding any form of discrimination or harassment may be directed to:

Scott Fitzgerald
Director of Human Resources and Legal Affairs, Title IX Coordinator
614.823.1130
sfitzgerald@otterbein.edu