



### Job Posting

**Job Title:** Director of Annual Giving

**Job Class:** Administrative

**Department:** Advancement Services

**Reports to:** Exec Dir Advancement Services and Annual Giving

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

**To Apply:** Please email an [Otterbein Employment Application](#), resume and cover letter to [hr.jobs@otterbein.edu](mailto: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/Careers>

**SUMMARY:** The Director of Annual Giving is responsible for managing the University's Annual giving program. The director will also carry a portfolio of roughly 100-120 prospects and will be expected to meet established visit and solicitation metrics. Using various media (including, phone, web, print and electronic vehicles), the Director will create fundraising solicitations and support the ongoing outreach efforts of departments across Advancement to raise support for the University's priorities, and programs, in particular, unrestricted gifts, among its alumni, parents, faculty and staff, students and other individuals.

**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 was 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.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

- Manages and builds all of the components of the Annual Giving program as it relates to fundraising from key constituencies including alumni, parents, faculty and staff, and other individuals. This includes oversight of content and message, development, production and distribution of all marketing materials necessary to achieve desired gift yields, execution of direct mail campaigns, oversight of an Assistant Director who supervises the telefund call center, as well as phone, mail and face-to face solicitation with the expectation of meeting annual goals for each program.
- Executes comprehensive direct mail and telemarketing campaigns, from concept and design through production and fulfillment of the overall initiative to raise unrestricted funds.
- Utilizes various means of direct marketing, e-commerce, including Days of Giving, BIG Give, etc, telemarketing, and social media to achieve fundraising goals
- Works with Advancement leadership and staff to define and prioritize key alumni and development audiences, to create messages, and to develop innovative and effective communication strategies that consistently and clearly

convey the distinctive values and strengths of Otterbein;

- Uses development database and report writing software to retrieve data. Performs comprehensive analysis and manipulation related to all aspects of the annual fund program. Uses statistics to evaluate current Annual Fund programs and to make recommendations for program changes;
- Provides regular reporting and analysis of annual giving results. Uses data to continuously adjust and improve annual giving programs;
- Assists in planning, implementing and monitoring the matching gifts program which capitalizes on the potential to maximize the benefits of our donors working at matching gift companies;
- Plans and implements strategies for recognizing and stewarding both annual and societal donors focusing on the Loyal cardinal and GOLD societies. Collaborates with Director of Donor Relations and Stewardship on content and messaging;
- Assists in the solicitation of Joanne Van Sant gift society gifts for the Otterbein Fund, and solicitation of gifts for the Otterbein FUND program; collaborates with Gift Officers on gifts from the legacy classes (45<sup>th</sup> through 50<sup>th</sup>);
- Collaborates with Alumni Relations to plan, organize, and implement strategies for all giving to the Otterbein FUND by alumni celebrating their 25<sup>th</sup>, 30<sup>th</sup>, 35<sup>th</sup> and 40<sup>th</sup> reunion, including working with the Executive Director of Development and the gift officers to identify, recruit and train volunteer solicitors, as appropriate;
- Maintains a personal portfolio of prospects and personally solicits an annually identified group of constituents who have/or could contribute at the Joanne Van Sant Giving Society (JVS) level, donors and prospective donors who are capable of funding the Otterbein FUND scholars program, and others who have the ability to exponentially elevate their giving to the Otterbein FUND;
- Support volunteers who may be working to secure unrestricted operating support for Otterbein;
- Adheres to and stays within the budget allocated to the department;
- Mentors an Assistant Director who has responsibility for oversight and operation of the telefund call center and student philanthropy.

**SUPERVISORY RESPONSIBILITIES:** Supervises the Assistant Director.

**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:** Must have a Bachelor's degree with at least three years of successful experience in higher education Annual Fund solicitation and administration, sales, or marketing. A successful track record in writing and producing communications is required. Familiarity with telemarketing sales and administration is preferred. Excellent organizational, written, verbal and interpersonal skills are required, along with attention to detail and a goal-oriented work ethic.

**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