

**CLARION UNIVERSITY FOUNDATION, INC.**  
**CLARION, PENNSYLVANIA**

**EMPLOYEE POSITION DESCRIPTION**

EMPLOYEE POSITION:       **Director of Annual Giving**  
CLASSIFICATION:         Exempt  
SUPERVISOR:             Director of Development (DOD)  
SUPERVISES:             Annual Giving Officer

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**PRIMARY RESPONSIBILITIES:** Under the direction of, and in coordination with the DOD, and in collaboration with Clarion University and his/her supervisees, the Director of Annual Giving strategically plans and annually implements and manages the day-to-day operations of the organization's annual giving. This program results in goal driven annual private support of Clarion University Foundation, Inc. in support of Clarion University of Pennsylvania. Position requires regular travel, computer proficiency, PA Driver's License, and the ability to lift 40 pounds.

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1. Serves as the primary champion of annual giving both internally (with Foundation and University staff) and externally with all constituents.
2. Directly manages the Annual Giving Officer and has oversight of all annual giving programs and activities.
3. Develops the case for support for the annual fund and is able to articulate the case both verbally and in written form. This case for support should motivate philanthropic participation among all established constituencies. Works with Foundation gift officers to help equip them with compelling talking points to encourage donors and prospects to consider an annual fund gift each year.
4. Develops and executes on a comprehensive written plan every year that includes thoughtful strategies for every facet of a thriving annual giving program. This includes, but is not limited to, approaches for brand awareness building, solicitation and stewardship, and will encompass all typical annual giving mechanisms (e.g. direct mail, phonathon, email, social media and crowdfunding). Additionally, this plan will include specific strategies for donor acquisition, donor retention and donor upgrading, leading to greater philanthropic participation by number of donors and dollar amount given.
5. In coordination with the Annual Giving Officer, and under the leadership of the DOD, establishes objectives, timelines, and evaluative reports which reflect progress toward established goals.
6. Engages with and invites support from a limited portfolio of leadership annual giving prospects, the size of said portfolio being established in consultation with the DOD. This includes the identification, cultivation, solicitation and stewardship of individuals on the portfolio.
7. Effectively recruits, orients, and manages staff, students, and volunteers.

8. Develops the communications plan for all annual giving initiatives including coordinating with alumni programs and university marketing.
9. Responsible for the overall coordination and implementation of annual giving fundraising, donor cultivation, and targeted recognition/stewardship events.
10. Participates in assigned alumni activities, as appropriate.
11. In coordination with the Annual Giving Officer, plans and implements the Campus Call system used to assist with annual giving activities to meet stated goals.
12. Works with other associated boards, committees, and volunteers in carrying out annual giving activities with anticipated results.
13. Effectively leverages the annual giving budget to produce the greatest philanthropic participation with the greatest ROI.
14. Develops, plans, and implements, in cooperation with the Annual Giving Officer, the "Culture of Giving" program with the student body to meet stated goals.
15. Assists with marketing of alumni and donor cultivation materials and periodicals, as well as electronic communications.
16. Responsible to manage and direct an effective matching gifts program to meet stated goals.
17. Responsible for managing and directing effective direct on-line giving and other social media giving platforms to meet stated goals through a clear and imaginative strategy.
18. Assists with the Education Improvement Tax Credit program as it relates to annual giving.
19. Meets annual donor cultivation/stewardship/solicitation goals with anticipated results.
20. Creates, manages and directs a prominent Employee Giving program as it relates to annual giving to meet stated goals.
21. Manages, develops, and directs the 1867 Circle activities which meets annual goals.
22. Demonstrates a high proficiency in the use of Raiser's Edge (RE) and Campus Call and all associated software utilized in the performance of duties.
23. Conduct regular, thorough assessment of annual giving performance through detailed, statistical analysis of the donor pool, response rates, ROI, etc., and establish a clear set of benchmarks. The Director of Annual Giving is expected to develop a deep knowledge of giving patterns among Clarion's constituencies and create a strategy to recruit, develop, solicit upgrade and retain an ever-increasing pool of regular supporters. Growing out of this analysis will be careful donor segmentation and a specific, unique strategy to brand annual giving to each constituency. The Director of Annual Giving is expected to test various segments with different themes and messages and make adjustments to strategy as needed.
24. Develop multi-year measurements of Annual Giving performance and create and maintain a program of dashboards and other reports that serve management's need for evaluation and goal setting.

25. Manages meetings, both internal and external, effectively to achieve stated objectives.
26. Presents self in a professional manner at all times which assures behavior is consistent with organizational values.
27. Follows and supports organizational policies and procedures.
28. Maintains and documents timely travel and business related expenses at budgeted levels.
29. Works effectively and in a cooperative manner with all Foundation and University employees and constituencies.
30. Maintains a valid Pennsylvania Driver's License. A bachelor's degree from an accredited institution is required, along with 3-5 years of progressive annual giving experience, preferably from an institution of higher education.
26. Other duties as assigned.