

Title: Director of Annual Giving and Donor Engagement

Department: Foundation

Number of Positions: 1

Classification: 2m Hybrid Mobile

Position #: 100970

Type of Appointment: Full-Time

Pay Rate: Starting at \$62,890 per year. Pay will be determined based on related work experience above required. To be considered in determining pay, all related work experience must be listed on the application.

Required Documents Needed to Upload at Time of Application: Resume, transcripts and three professional references.

Reference check requirements: Three (3) professional references, two (2) of which should be former or current supervisors and (1) professional reference.

Personal references (friends, clergy, customers, relatives) are not considered acceptable references.

A professional reference such as a previous or current co-worker may be used as one of the references.

Position Summary: The Director, Annual Giving and Donor Engagement oversees efforts to secure financial support from various stakeholders and implements strategies for donor cultivation, stewardship, and recognition. The Director develops communication strategies to keep donors informed about the Foundation's impact and the College's needs, while also maintaining a portfolio of prospects and managing the annual gift renewal process to support pipeline development.

Essential Functions:

30% Stewardship, Donor Engagement and Communication – Collaborate, develop, implement, direct, and evaluate a comprehensive, realistic and focused stewardship strategy that will strengthen relationships and secure recurring gifts from donors and alumni.

In collaboration with other Foundation staff members, develop and direct a detailed stewardship, engagement and communication plan for major donors implemented with support from foundation fundraisers, grants, alumni, faculty and/or other staff members. Key touchpoints include new donors, completed pledges, Major Gift Impact reports, and milestone/anniversary giving. Communication responsibilities include coordination of content and schedules for eNewsletters, social media, and publications. Collaborate with the executive director and the Webmaster to create and update website content.

Coordinate a tracking and inventory system of donor recognition and named gift opportunities for major gift campaigns. Serve as the Foundation liaison to Marketing/Communication to create building signage to recognize donors. Provide coordination for check presentation events, photography, press releases and social media promotion of gift acknowledgement.

Develop and implement special projects for the President, the Foundation and the College as needed to promote and highlight new programs and teaching areas, ribbon cuttings, new buildings, named giving site celebrations, and/or to recognize significant donors associated with Major Gift Campaigns.

50% Annual Giving- Set the overall strategic direction for the Foundation's annual giving strategies for all constituencies including direct mail, special events, eNewsletters, social media, and online-giving campaigns. Engage and acquire new donors and sponsors through the management of a portfolio of individuals and corporations with the

capacity to provide significant annual gifts and sponsorships. Create a pipeline of gifts, which can lead to future major and planned gift support.

Utilize donor data that will track recurring donor giving and retention to realize our ROI to evaluate and adjust strategies as needed. Outcome goals include; measuring the baseline % of first-time donors who also give a gift the following year (donor retention), measuring the baseline % of second gifts that are larger than the first (moves management), and measuring baseline % of donors who give even when their pledge is fulfilled (pledge renewals).

Create, implement and evaluate multiple annual fundraising opportunities to advance the mission of the College including department funds, awards, programs, athletics, and student support services. Collaborate with the executive director to provide professional development and guidance for faculty/staff members raising funds outside the foundation.

Provide leadership to plan, organize, and execute a large-scale annual fundraising event (Pellissippi Strong) and an online giving campaign (Life Happens/Giving Tuesday) from inception to completion through direct solicitation of sponsorships and facilitation of a group of board volunteers, community leaders, and foundation staff. Develop event timelines, budgets and marketing plans to maximize participation and fundraising outcomes. Coordinate with vendors, venues, and internal partners. Track and analyze event metrics including revenue, expenses, and ROI.

Collaborate with the College's Athletic Director to develop and implement athletic annual fundraising strategies including the Panther Club/athletic boosters. Develop sponsorship and ad sales solicitation materials. Actively seek contributions from individuals and corporation. Provide leadership for prospect management in collaboration with the executive director. Steward athletic donors and implement a stewardship plan.

15% Alumni Program - Supervise the Alumni Coordinator in the development and implementation of a comprehensive alumni awareness and fundraising program for Pellissippi State graduates, former students, and current students in order to strengthen relationships and cultivate the interests and philanthropic support of all constituents. Manage the Alumni budgets to ensure fiscal efficiency.

Oversee and assist with the development and implementation of alumni programs and activities. graduation/reunion events and other opportunities designed to highlight and engage alumni.

5%Other – Represent the College at community events and in community organizations. Participate in professional development activities. Participate in campus committee activities and other duties as assigned.

Note: The College reserves the right to change or reassign job duties, or combine positions at any time.

Job Requirements:

Related Bachelor's degree required.

Master's degree preferred.

Many skills may be learned on the job with emphasis on the cultivation and the solicitation of gifts.

Five years' experience in development to include one or more of the following: project management, fundraising, communications, public relations, donor cultivation or stewardship, and administrative and/or supervisory experience.

Part-time work experience is calculated at 50% credit of full-time work experience.

Skills/Abilities:

- Able to engage in the college's mission and values.
- Ability to coordinate and implement a comprehensive program for community outreach and public relations to project a strong positive image of the College.
- Ability to work with a team to plan and implement a comprehensive program of philanthropic annual support for the Foundation from internal and external constituents.
- Ability to plan and implement a comprehensive, strategic and timely stewardship plan to enhance and strengthen donor and alumni engagement with the college
- Possess exceptional people skills to bring small and large groups together to work for a common goal

- Analyzes situations; evaluates alternative courses of action and acts decisively
- Ability to collaborate with the marketing department to inspire collegiality, encourage creativity, provide materials in a timely fashion that results in multiple award-winning projects for marketing
- The ability to work with external vendors to secure services and goods to ensure successful special events
- The ability to work with sponsors and other donors to secure financial support for special fundraising events in turn providing meaningful and significant benefits for their support
- The ability to communicate through various social media platforms to our constituents and others
- Ability to establish and foster strong relationships with constituents in the state of Tennessee
- Ability to communicate effectively and to express ideas clearly and concisely both in written and oral communications including proposal writing and public speaking skills
- Ability to use computer technology to conduct research and to access and maintain data and records, and to generate reports
- Ability to create and maintain budgets
- Ability to maintain effective working relationships with internal and external constituents
- Ability to maintain confidentiality regarding all college information
- Ability to manage multiple priorities with creativity and attention to detail, meet deadlines, work both independently and on teams, and perform job functions with minimal supervision
- Knowledge of the economic, social, and political climate of the multi-county region served by the college and key people involved in these activities
- A working knowledge of and experience with business etiquette, marketing, fundraising and public relations techniques
- Knowledge and understanding of the college's mission, goals, academic programs and organizations
- A working knowledge of personal computers, printers, copiers, multi-line telephone, fax machine, and other standard office equipment. This position will use Blackbaud's Raiser's Edge donor management software system, Banner data management and Microsoft office software.
- Ability to proficiently utilize Facebook, X, Instagram, Loomly, LinkedIn, college Dynamic forms, Finance Self Service and other software used for budget and personnel management.

Physical Demands:

- This position requires a great deal of set-up for programs and events. Supplies, boxes, decorations, equipment, tables, food, furniture are but a few of the objects that will be touched by the person in this position. At times items of more than 50 lbs. are dealt with by moving and lifting.
- Attention to the procurement of supplies that must be purchased, brought back to the institution or venue and then returning any excess to the storage closet.
- During certain events the person in this position will not sit down for the duration.

Hazards:

- Heavy lifting.
- The employee is exposed daily to the student population and general faculty and staff and could be exposed to illness or an unforeseen incident i.e., workplace/campus violence.
- Minor cuts from paper
- Eye strain, neck/back strain from computer work

Full-time Employment Benefits:

- Insurance Options: Health, Dental, Vision, Life, Short/Long-term Disability, FSA/HSA
- Wellness Incentive Program, if enrolled in health plan
- Educational Assistance: Fee Waiver, Spouse/Dependent discounts, Audit/Non-Credit, Reimbursement Program
- Employee Assistance Program
- Retirement Options: Tennessee traditional pension plan option (TCRS), 401k with \$100 company match, 457, 403b

- Employee Discount program with over 900+ companies
- 14 Paid Holidays/Year Includes paid days off the last week of December
- Sick Leave Bank
- Longevity Pay
- Many opportunities for professional development

Special Instructions to Applicants: To be considered for a position at Pellissippi State, you must create an on-line application. Your skills, abilities, qualifications, and years of experience will be evaluated using only what is recorded on your application. Work experience that is **not** listed on the application will not be considered towards compensation. Please note: attaching a resume does not substitute for completion of the application form. Part-time work experience is calculated at 50% of full-time experience. Please note: to scan, upload, or attach documents, a computer and scanner are available at the Hardin Valley Campus Educational Resources Center, if needed.

To Apply: <https://careers.tbr.edu/jobs/director-of-annual-giving-and-donor-engagement-knoxville-tennessee-united-states>