

JOB DESCRIPTION

Job Title	Director, Annual Fund
Department	Development
Appointed by	Senior Director of Development Operations
Reports To	Senior Director of Development Operations
Employment Class	Exempt, Benefits Eligible
EEO Class	2 - Professional
Authorized Driver	Yes

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees may be required to follow other job-related instructions and to perform other job-related duties as requested, subject to all applicable state and federal laws. Certain job functions described herein may be subject to possible modification in accordance with applicable state and federal laws.

Summary

The University of Saint Mary of the Lake/Mundelein Seminary (USML) is the major seminary and graduate school of theology for the Archdiocese of Chicago. Mundelein Seminary is one of the largest priesthood preparation programs in the United States having graduated over 4,000 students since 1926 and serving nearly 30 dioceses in the United States and abroad.

The Director, Annual Fund works closely with the Senior Director of Development Operations to implement growth strategies for USML/Mundelein Seminary's annual direct mail and mid-level donor programs. This individual will be responsible for written content of the direct mail solicitations, email solicitations, and vendor management for execution of a minimum of 12 renewal mailings and 6 acquisition mailings per year. In addition, the individual will play a key role in strategically designing, implementing and effectively executing a mid-level (\$1k-\$4,999k) donor program based on a moves management model. Total revenue impact nearly \$2M annual between direct mail and mid-level fundraising. Preference given to those candidates with strong written communication and Catholic storytelling ability.

Essential Job Functions

Direct Mail Program (65%)

- Collaborating with the Senior Director of Development Operations, plan the strategy and segmentation of the annual direct mail program.
- Direct and drive a mass donor direct mail program for current, lapsed, re-joining and acquisition donors, including establishing theme, writing content, planning the schedule, identifying and segmenting the mailing list, working with vendor partners on design and production.

- Assist in donor engagement and identification of prospective mid and major level donors.
- Works with caging vendor to process and acknowledge all gifts through direct mail program.
- Works with internal partners to focus on current trends at the seminary to incorporate into “story telling” for direct mail and acknowledgements.
- Create digital versions of direct mail solicitations and acknowledgement messages for email delivery via MailChimp, collaborating with Senior Director of Marketing and Communications to determine and implement audience segmentation
- Liaison to Marketing department for marketing and social media-related matters.

Mid-level Donor Cultivation (25%)

- Generate content for donor acknowledgements and stewardship reports.
- Collaborate with the Marketing department on Giving Tuesday and other fundraising initiatives to ensure consistent language and campaign content across platforms.
- Contribute to the development, maintenance and growth of the Mater Dei giving society to include appropriate giving club levels and associated benefits.
- Collaborating with the Senior Director of Development Operations, analyze and evaluate donors and prospects through research using various public data sources and subscribed services.
- As part of the Development team, participate in donor evaluations to transition donors between program levels within the fundraising model and to relationship managers.
- Collaborate with Marketing department to convert email list leads into new donors and steward new donors into “brand ambassadors,” annual donors and monthly donors
- Develop, direct, and grow a monthly giving program.
- Per Development office protocols, update relationships and information within donor database.

Stewardship Team Participation (10%)

- Assist with obtaining and writing content for program stewardship reports and grants.

Ancillary Job Functions

- Takes initiative to improve both processes and outcomes, incorporating best practices, and innovations in this professional field.
- Ensures compliance with all university policies and standards, (adheres to donor record confidentiality).
- Compellingly communicates to colleagues, volunteers and the Seminary community the critical role they play in achieving the university’s mission and strategic goals.
- Facilitates organizational change initiatives; leads and supports staff in adapting to a rapidly changing technology environment.
- Facilitates development and achievement of professional and personal goals, for self and staff.

- Models our values of service, innovation, and teamwork. Holds others accountable for living these values.
- Fosters a challenging and compassionate work environment, recognizing strong performance, and listening and acting on feedback.
- Must demonstrate understanding, respect, and support for Catholic Church teaching, mission, and values.
- Donor centric focus.
- Other duties as assigned.

Education and Experience – An equivalent combination of education, training and experience will be considered.

- BA/BS Degree from an accredited College or University preferred.
- Minimum 3 to 5 years of experience with fundraising, donor relations, event management, particularly with non-profit and/or education-based organizations.
- Strong verbal, written and e-communication skills, (writing samples requested), knowledge of Catholic Church traditions and terminology, preferred, and an understanding of best practices in relationship-based donor communications, required.
- Working knowledge of CRM software with a preference for direct experience with Raiser's Edge or other fundraising software.
- Working knowledge of MailChimp or similar email marketing system.
- Working knowledge of Photoshop and InDesign, preferred.
- Advanced skills with Microsoft Applications including Outlook, Excel (V-Lookup/Formulas), PowerPoint, and other Web based applications.
- Annual giving outreach techniques including direct mail, online, recurring donations, etc. – required.

Knowledge, Skills and Abilities which may be representative, but not all-inclusive of those commonly associated with this position.

- Positive attitude, not easily discouraged, open to alternative views, accepting of coaching/peer input, and copes well under pressure.
- Skilled in the art of anticipating the needs of others as well as clients, acts upon those needs appropriately, and helps remove barriers to excellent customer service.
- Ability to prioritize work and meet deadlines; works quickly without sacrificing quality.
- Strong organizational skills and attention to detail.
- Is visible with a positive presence, ethical, and highly professional.
- Can troubleshoot all job processes, manage timelines and inventory needs, anticipate issues, and effectively multitask.

- Trusted to meet deadlines, produce accurate work consistently, and follow through all tasks to completion.
- Friendly and cooperative attitude, ability to work well in a team environment to achieve overreaching goals and independently with minimal supervision.
Winning attitude, energetic, driven and goal oriented.

Work Environment – Environmental or atmospheric conditions commonly associated with the performance of the functions of this job.

- General office conditions, university conditions.
- Exposed to moderate noise levels.
- Exposed to weather conditions outside, during some events.

Physical Abilities that are commonly associated with the performance of the functions of this job. The physical demands described below 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 essential functions.

- Physically able to perform the duties as assigned including the ability to lift to 30 pounds occasionally.
- Ability to stand, sit, or walk for extended periods of time.
- Ability to routinely ascend two to four sets of steps multiple times during the day.
- Minimum travel, evening and weekend work, and the flexibility to adjust to other department/business needs.

Employee Acknowledgement

I understand that:

- This job description provides a general summary of the position in which I am employed. The contents of this job description are job requirements, and, at this time, I know of no limitations which would prevent me from performing these functions with or without reasonable accommodation. I further understand that it is my responsibility to inform my director at any time that I am unable to perform these functions.
- Receipt of the job description does not imply nor create a promise of employment, nor an employment contract of any kind, and it is understood that my employment is at-will.
- I have read and understand this job description.

Employee: _____

Date: _____