

JOB DESCRIPTION

Position	Annual Giving Specialist	Date	April 2019
Classification		Group	
Dept	Alumni & Development		
Reporting To	Vice President, Development		

SUMMARY:

Reporting to the Vice President of Development, the Annual Giving Officer will be an integral member of Cape Breton University’s (CBU) Alumni & Development team. This individual will provide leadership, management and coordination for the University’s annual giving campaign. The incumbent will have accountability for achieving performance benchmarks (activity and financial) within the University’s annual giving campaign.

SPECIFIC RESPONSIBILITIES:

Annual Giving Campaign

- Design, implement and manage a comprehensive and integrated fund development strategy specific to annual giving in support of the University’s fundraising efforts.
- Design an annual sub strategy specific to student-athlete alumni.
- Actively engage CBU’s alumni, retirees and internal faculty/staff community members in the continued advancement of CBU’s interests, in particular, the annual giving campaign.
- Work collaboratively and develop relationships with stakeholders within and outside of CBU’s campus to build campaign success and contribute to institutional success.
- Build and manage a portfolio of principal and major donors and prospects from within CBU alumni, retirees and internal community and coordinate engagement and solicitation strategies with other members of the Alumni & Development team.
- Achieve revenue targets through combination of approaches to include face-to-face solicitation, direct mail, phone solicitation and online giving.
- Utilize, educate and promote existing and new giving tools (e.g. payroll deduction, direct deposit) to confirm regular and ongoing individual giving.
- Identify pools of current, past and lapsed donors capable of giving and for moves management from entry level to intermediate or major gifts.
- With Development team members, design and implement appropriate stewardship plans.
- Evaluate, report, research and monitor performance indicators of the annual giving campaign.
- Use research to engage stakeholder giving through special projects, communications and new initiatives.

General

- Assist with other fundraising projects and events within the Alumni & Development department.
- Maintain confidentiality around personal and sensitive information.
- Other duties as assigned by the Vice-President, Development to meet the needs and strategic goals of the Alumni and Development Department.

QUALIFICATIONS and SKILLS:

- Minimum of a Bachelor’s Degree in a relevant discipline.
- Master’s degree is considered an asset, or an equivalent combination of education and experience.
- A minimum of three to five years’ fund development experience.
- Being a member of CBU’s alumni family will be considered an asset.
- Understanding of the donor life cycle.
- Demonstrated knowledge of strategies and techniques of donor cultivation and solicitation.
- A visionary who has a self-directed work ethic to achieve and exceed goals and objectives.
- A clear understanding of community leadership dynamics and volunteer development.
- Exceptional communications skills (oral and written) and a strong understanding and an aptitude for social media.
- Attention to detail.
- Ability to meet deadlines.
- Strong contributor in team environments who thinks entrepreneurially.
- Knowledge of Raisers Edge and/or other fundraising software considered an asset.
- Willingness and ability to work irregular hours, at some times, including evenings and weekends.
- Willingness and ability to travel periodically.

Annual Giving Specialist

Date

Human Resources Department

Date

Established:	Apr 2019
Evaluated:	