



DIRECTOR OF ANNUAL GIVING

JOB DESCRIPTION

Reporting to the executive director of engagement and annual giving, the director of annual giving is responsible for providing leadership in developing, executing and evaluating a comprehensive plan for the continual growth of annual giving programs. Primary focus is on meeting The Wofford Fund dollar and participation goals, with secondary focus on other unrestricted and temporarily restricted funds. This position will supervise staff and provide appropriate leadership, coaching and mentoring.

REPONSIBILITIES

- Segment prospect audiences for solicitation based on common/shared criteria.
- Plan and implement a multi-channel (mail, phone, email, social media, face-to-face solicitation and other new and emerging methods/media) fundraising strategy for each segment.
- Work with the Office of Marketing and Communications to create concepts and construct messages that clearly articulate the case for support.
- Create and monitor multi-year and annual solicitation calendars, work plans and budgets.
- Manage a portfolio of leadership annual giving prospects.
- Collaborate with the director of donor relations on a donor recognition program and other broad-based donor stewardship including opportunities for engagement with institutional leadership and other donor groups.
- Monitor key fundraising program performance metrics, including donor acquisition rates, pledge fulfillment, donor retention rates, donor loyalty and donor development (upgrade) effectiveness.
- Supervise the student programs manager and provide oversight with regard to the student calling program when needed.
- Provide accurate and timely reporting of cultivation and solicitation activities. Oversee the tracking of giving and membership information in constituent database.
- Be an active member of the campus community in order to be a well versed representative of Wofford to alumni, parents and friends of the college.
- Perform other tasks, duties and projects as assigned.

QUALIFICATIONS

- Bachelor's degree, plus a minimum of three years of experience in the annual giving and advancement fields.
- Experience in higher education and the liberal arts preferred.
- Excellent oral and written communication skills, with experience writing fundraising appeals.
- Outstanding analytical skills.
- Ability to work collaboratively with diverse constituencies.
- A commitment to high personal performance and teamwork.
- Extraordinary attention to detail and ability to manage multiple competing priorities with minimal oversight.
- Strong familiarity with best practices in annual giving.
- Demonstrated ability to strategically build a program and drive toward numerical goals and produce outstanding results.
- Proven success in developing creative, revenue-producing fundraising appeals.

APPLICATION

All application materials must be submitted electronically to DAG@wofford.edu. Application materials include: (1) a letter of application explaining how you meet the qualifications of this position; (2) a current resume; and (3) names and contact information for (minimally) three professional references.

ADDITIONAL INFORMATION

Wofford College does not discriminate on the basis of race, color, creed, religion, sex, age, national origin, disability, veteran status, sexual orientation or any legally protected status.

Wofford College values diversity within our students, faculty and staff, and strives to recruit, develop, and retain the most talented people. We encourage applications from all underrepresented groups, including persons with varied backgrounds, perspectives, and experiences, regardless of race, color, creed, religion, sex, sexual orientation, age, national origin, disability, veteran status or any legally protected status in accordance with applicable federal and state laws.

It is the policy of Wofford College to provide reasonable accommodations for qualified individuals with disabilities who are employees or applicants for employment. If you require an accommodation to participate in any part of the hiring process, please reach out to HumanResources@wofford.edu.

A background check will be conducted for finalist candidates. Employment is contingent upon completion of a successful background check and establishment of identity and verification of employment eligibility as required by the Immigration Reform and Control Act of 1986.

Salary will be commensurate with experience. Wofford College provides a competitive benefits package including employer contribution to retirement savings, employer premium contribution to comprehensive major medical insurance, disability insurance, and other accompanying fringes.

About Wofford College

Wofford College, established in 1854, is a four-year, residential liberal arts college located in Spartanburg, S.C. It offers 26 major fields of study to a student body of 1,725 undergraduates. Nationally known for its strong academic program, outstanding faculty, study abroad participation and successful graduates, Wofford is recognized consistently as a “best value college” and is among the New York Times’ “Top Colleges Doing the Most for the American Dream,” a ranking based on accessibility for low- and middle-income students. The college community enjoys Greek Life as well as 19 NCAA Division I athletics teams.

Wofford’s mission is to provide superior liberal arts education that prepares its students for extraordinary and positive contributions to a global society. The focus of Wofford’s mission is upon fostering commitment to excellence in character, performance, leadership, service to others and lifelong learning. Wofford strives for sustainability in all aspects of college life through respect for the environment and through our core values.

About Spartanburg

Spartanburg is a city of about 40,000 located in the northwestern part of the state, about one hour’s drive from Charlotte or Asheville, N.C., and about 30 minutes from Greenville, S.C. Coastal South Carolina can be reached in about three hours. Learn more about Spartanburg www.spartanburgchamber.com/live.