

Director of Susquehanna University Annual Fund

Susquehanna University

About Susquehanna

As a living, learning and working community, Susquehanna University affirms its commitment to being an engaged, culturally inclusive campus. As we seek to embody the rich diversity of the human community, we commit ourselves to the full participation of persons who represent the breadth of human difference. The university encourages candidates from historically underrepresented groups to apply. Susquehanna University is an Equal Opportunity Employer.

Susquehanna University is a national liberal arts college committed to excellence in educating students for productive, creative and reflective lives of achievement, leadership and service in a diverse, dynamic and interdependent world. Its more than 2,200 undergraduates come from 35 states and 22 countries, and all students study away through Susquehanna's unique Global Opportunities program. Susquehanna University's 325 acre campus, noted for its beauty, is located in Selinsgrove, Pennsylvania, 50 miles north of Harrisburg in the scenic Susquehanna River Valley, about a three hour drive from Philadelphia, Washington, D.C., and New York City. For more information, please visit <https://www.susqu.edu>.

Position Summary

Job Summary

The Director of the Susquehanna University Fund (SUF) is responsible for coordinating all of the University's efforts to secure gifts for current operations from alumni, parents, businesses, and friends. The SUF is the fund raising program that focuses on generating regular operating support for the University.

Knowledge, Skills, Abilities

Knowledge of principles and processes for providing customer service including customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction; Knowledge of English language including meaning and spelling of words, rules of composition and grammar; Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, designing forms, and other office procedures and terminology; Skilled at written and verbal communication in order to convey information effectively and as appropriate for the needs of the audience; Skilled at active listening in order to give full attention to what other people are saying; Ability to manage one's own time and the time of others; Ability to set priorities; Ability to work collaboratively with others as well as independently; Strong database management and computer skills; Ability to interact with a range

of constituents, colleagues and personalities on topics that require combinations of: persuasion, cheerleading, persistence, passion and empathy; and Skilled at event management.

Physical Demand

Position requires the ability to stand or sit for extended periods of time. Position requires the ability to move about the campus. Must be able to travel long distances if needed, by airplane and by automobile. Position requires the ability to talk and to hear instruction. Position requires occasional manual dexterity and the ability to use fingers, hands, and arms to feel, handle, and reach. Position requires occasional stooping, crouching and bending. Position requires the ability to occasionally lift up to 10 pounds. Working conditions are indoor.

Specific Responsibilities

- Develop short- and long-range goals for all Susquehanna University Fund (SUF) programs.
- Use performance benchmarks and solid practice to design, execute and evaluate comprehensive annual/regular giving programs.
- Manage and implement the leadership giving program for the SUF. Includes personally soliciting and/or coordinating the personal solicitation of major SUF prospects, including trustees. Program involves constituent volunteers as well as staff major gift officers.
- Cultivate and occasionally solicit capital fund-raising prospects as part of the overall Development Office prospect visitation plan.
- Oversee planning, organization and implementation of alumni reunion giving programs.
- Analyze the pool of prospective SUF donors with the aim of increasing giving, increasing participation from alumni, improving research, and continually building the pool.
- Oversee the university's mass appeal programs that are managed directly by other members of the staff. These include: student calling program, electronic appeals, and direct mail appeals.

- Develop/train/manage volunteer fund raising programs with the following constituents: Alumni, parents, Board of Trustees, regional businesses.
- Conduct volunteer-led faculty/staff solicitation program.
- Oversee the process of securing corporate matching gifts from eligible SU donors.
- Lead the donor stewardship and recognition plans for annual fund donors
- Assist Advancement Services in working with campus partners to establish and enforce University and IRS fundraising policies.

Required Qualifications

Education

Bachelor's degree required.

Experience

5 years of demonstrated fund-raising experience required with at least two years of proven success accelerating growth in annual fund development programs.

Preferred Qualifications

Experience with alumni participation, leadership programs and mass appeals is preferred. Proven track record of collaborative leadership and evidence of success in building and managing teams preferred.

For full application instructions and position description, visit <http://apptrkr.com/1127220>