

Assistant Director of Annual Giving

The Assistant Director of Annual Giving will manage alumni fund-raising initiatives, with an emphasis on the class agent program and reunion class giving, to ensure that appropriate cultivation and solicitation strategies are in place for alumni to support the Schools Annual Fund. This position serves as project manager for all modes of solicitation to alumni, including, but not limited to direct mail and e-mail, to increase participation and retention levels each year. Working closely with volunteers, staff, and students within the Cranbrook community, the Assistant Director will recruit and train volunteers and conduct fundraising programs that target alumni.

Responsibilities include, but not limited to: Develop and implement a student philanthropy program aimed at increasing student awareness of the impact of philanthropy at Cranbrook and the importance of stewardship. Assist with the implementation and review of a strong data-driven solicitation system including evaluating results, tracking mail and email appeals, data-mining; assess marketing segmentation to improve results and monitor metrics of giving participation, average gift size, donor retention, acquisition, and upgrades; assist with the development and interpretation of annual giving reports. Assist with developing, implementing and evaluating social media strategies to connect with alumni to enhance engagement and philanthropy. Develop and manage a portfolio of 15-45 engagement prospects. Identifies, qualifies, cultivates, solicits and engages assigned prospects to achieve revenue targets. Visits and contacts prospects to develop and grow prospect engagement and giving. Tracks and manages the data required to maintain an effective solicitation methodology, as directed by the Director of Annual Fund. Additional duties as assigned.

Requirements: Bachelor's degree in appropriate field is required along with three to five years of fundraising experience. To successfully perform the functions of this position, computer proficiency is required in the Microsoft Suite, especially in Word for letter mail merges, Excel for data list maintenance, and donor software programs to create giving reports and perform prospect management, data management, retrieval and analysis. Excellent verbal, interpersonal and written communication skills required with demonstrated ability to write effective letters, acknowledgements and alumni/donor communications.