

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2024**

ASSISTANT DIRECTOR OF DONOR ENGAGEMENT

FLSA STATUS: EXEMPT – PAY GRADE: 20 - P

JOB FAMILY: COMMUNITY RELATIONS/DEVELOPMENT

JOB FUNCTION: INSTITUTIONAL ADVANCEMENT

GENERAL STATEMENT OF JOB

The Assistant Director of Donor Engagement executes a comprehensive and individualized stewardship program for donors and prospects of all levels that enhances relationships with donors, results in increased overall support from donors and expands the donor base to support programmatic and campaign goals. This position executes high-quality engagement functions/communications and showcases and celebrates the impact of private support; promotes and builds upon new and existing giving societies; and creates high-quality, individualized experiences for top donors and prospects. This position evaluates, tracks, and measures results of communications activities and special events. This position participates in appropriate College and Foundation events during office hours, evenings, or weekends, as appropriate.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Develops, implements, and evaluates comprehensive and individualized donor relations and stewardship strategies to engage, retain, and build trust through consistent and meaningful contact with current donors and increase annual support.

Serves as donor communications, recognition, and stewardship manager; creates a well-rounded donor stewardship plan to increase donor retention; and manages donor engagement volunteers.

Oversees, coordinates, and/or personally composes, edits, and processes gift, scholarship, condolence, holiday, congratulatory events (e.g. birthday), and other personalized gift acknowledgement correspondence and forms of token appreciation.

Partners with Marketing to develop stewardship communications strategies for internal and external audiences; content development for signature events; annual and special appeal campaigns; and publications for donors, such as the Foundation Annual Report, Foundation newsletters.

Collaborates with colleagues and program staff to collect program stories that highlight the impact of donor gifts to FSCJ for use in donor and general communications and management reporting.

Manages college-wide permanent and temporary donor recognition including signage, space namings, legacy society recognition, special recognition plans, promotions, and events based upon levels of support.

Represents FSCJ and supports outreach efforts at annual and special fundraising events, scholarship banquets, alumni events, donor receptions, and relevant community meetings with current donors, potential donors, corporations, and other external stakeholders, to help create awareness of the mission of FSCJ.

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Identifies and engages donors, via events and other community engagement activities, to build a robust pipeline.

Communicates proactively with and engages Foundation administrators, the President's cabinet, board members, and other key solicitors when annual or major gift opportunities arise through donor relations efforts.

Works closely with Foundation and scholarship administrators and ensures that donors and/or administrators of Foundation scholarships are stewarded effectively. Provides regular reports to donors on the financial status of their scholarship; reviews, creates, and/or revises gift agreements and criteria for scholarships; and produces regular reports to donors on the impact of their scholarship funds.

Performs donor engagement and stewardship duties to optimize Foundation assets used to support student financial aid and scholarship needs.

Performs other related duties, as required.

SUPERVISION RECEIVED

Supervision is received from the appropriate administrator(s).

SUPERVISION EXERCISED

Supervision will be exercised over assigned staff.

MINIMUM QUALIFICATIONS

Bachelor's degree from a regionally accredited institution supplemented by three (3) years of related professional level experience in marketing, communications, public relations, event planning, or closely related field.

PREFERRED QUALIFICATIONS

Master's Degree in appropriate area of specialization, such as Strategic Fundraising and Philanthropy, Nonprofit Management, Administration – Philanthropy and Fundraising, Nonprofit Administration and Leadership, etc. from an accredited institution and experience in fundraising/donor relations/stewardship in higher education and/or public or nonprofit organizations. Experience planning both intimate and large-scale fundraising and campaigning events; establishing, building, and maintaining effective long-term working relationships with colleagues, board and committee members, donors, and volunteers; utilizing and managing donor management/fundraising software (prefer Raiser's Edge); and/or marketing and publications, especially utilizing Facebook, LinkedIn, and other social media outlets.

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MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of machines and equipment including computer, office equipment, telephone, etc. Physical demands are essentially those of sedentary work. Tasks may require extended periods of time at a keyboard or workstation.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of documentation, files, accounts, and equipment.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving assignments, instructions, and/or directions.

Language Ability: Requires ability to read standard English, as well as basic technical data, policy and procedure manuals, codes, etc. Requires the ability to prepare forms and reports using prescribed formats. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

Intelligence: Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to interpret a variety of instructions or inquiries furnished in written and/or oral form; to acquire knowledge of topics related to occupation.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, and to follow oral/written instructions. Must be able to communicate effectively with co-workers, the public, and students.

Numerical Aptitude: Must be able to add, subtract, multiply and divide; calculate decimals and percentages, and possess an understanding of fundamental statistical methods.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape, and visually read various information.

Motor Coordination: Requires the ability to coordinate hands and eyes accurately in operating modern office equipment and machinery.

Manual Dexterity: Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: May not require the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond receiving instructions. Must be adaptable to performing under moderate levels of stress, imposed by frequent deadlines, peak workloads, or public/student contact.

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Physical Communication: Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

Environmental Requirements: Tasks are regularly performed without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

Effective: 3/11/24