

**FLORIDA STATE COLLEGE AT JACKSONVILLE  
JOB DESCRIPTION, 2023**

**ASSISTANT DIRECTOR, ANNUAL GIVING & ALUMNI ENGAGEMENT**

**FLSA STATUS: EXEMPT – PAY GRADE: 20-P**

**GENERAL STATEMENT OF JOB**

The Assistant Director, Annual Giving & Alumni Engagement develops and executes programs promoting annual giving and fostering alumni engagement. This position serves as the annual fund and alumni engagement strategist for FSCJ constituents, including alumni, parents, students, and community members. The primary focus for this position is to secure a positive alumni engagement experience coupled with a strong annual fund program while building a long-term culture of philanthropy.

**CHARACTERISTIC DUTIES AND RESPONSIBILITIES**

**Annual Giving:**

Develops and builds a comprehensive annual fundraising appeal program with an annual goal that includes strategies to incorporate direct mail, e-campaigns, giving societies, organizations, and new donors and tracking donor fundraising stages (moves management) for increasing average size gift amounts.

Provides measurable metrics for success and maintains ongoing cultivation and reporting systems for annual fund and alumni activities to measure progress towards increased alumni engagement, giving, and engagement activity.

Coordinates and executes employee giving, Giving Tuesday, end of year/end of fiscal year, emergency assistance initiatives, and other targeted campaigns.

Engages graduating students to become alumni donors through special initiatives.

Develops strategies for alumni participation, donor retention, and increasing overall annual support.

Oversees the President's Circle solicitations, thank you letters, and database for donor integrity.

**Alumni Engagement:**

Serves as the liaison to, and ex-officio member of, the FSCJ Alumni Association board and guides it through governance, engagement activities, and organizing meetings.

Assists in identifying and recruiting new alumni volunteers to serve on the board and its committees, and creates a schedule of alumni programs that promote and maximize alumni involvement.

Collaborates with the communications department to create and develop content for alumni communications, printed materials, publications, and letters focused on recognizing alumni

accomplishments, sourcing class notes, and helping alumni keep informed of College news, programs, and initiatives.

Works with faculty, staff, and student organizations to identify distinguished alumni for programs, events, and outreach.

Performs duties supporting the creation and maintenance of financial resources for students in need.

Perform other related duties, as required.

### **SUPERVISION RECEIVED**

Supervision is received from the Vice President Advancement & Executive Director of the Foundation.

### **SUPERVISION EXERCISED**

Supervision may be exercised over assigned or volunteer staff.

### **MINIMUM QUALIFICATIONS**

Bachelor's degree from a regionally accredited institution supplemented by three (3) years of related fundraising experience in higher education and/or nonprofit organization.

Experience with Raiser's Edge donor management software

### **PREFERRED QUALIFICATIONS**

Bachelor's degree from a regionally accredited institution supplemented by five (5) or more years of experience in marketing and publications, especially utilizing Facebook, LinkedIn, and other social media outlets.

## **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.

**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.

**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:** 1/2/24