



TEXAS WOMAN'S
UNIVERSITY™

DATE ISSUED: 02/17
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Development Officer I – Annual Giving and Donor Retention

JOB SUMMARY

The Development Officer I provides leadership in designing, implementing, and evaluating programs whose purpose is to build a long-term base of support for University. The overall goal of the Annual Giving Program is to raise unrestricted funds for operations, scholarships and other areas of greatest need within the University. The Development Officer I will manage and deliver all aspects of Texas Woman's University's recurring annual giving initiatives, as well as stewardship and renewal activities related to annual gift funds, with the goal of improving retention and upgrades of donors that include alumni, friends, patients, faculty/staff and parents. He/she is responsible for related data management, fundraising tactics and customer service, and will strategically and proactively work with partners within the Division of Advancement and across the university to implement best practices and new programs to help broaden the donor base and deepen relationships with donors. Work is performed under minimal supervision and performance is based on the effective operation of the administrative function. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Associate Vice President University Advancement

Supervises: May supervise Student Assistants

ESSENTIAL DUTIES - May include, but not limited to the following:

- Develops the University's first ever Annual Giving campaign, setting annual dollar objectives, establishing strategies to reach those objectives and monitoring progress against those objectives.
- Executes comprehensive direct mail and telemarketing campaigns, from concept and design through to production and fulfillment of the overall initiative to raise unrestricted funds that is clear in its expectations, consistent (over a multi-year time period) and has demonstrable outcomes.

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- Utilizes various means of direct marketing, e-commerce, telemarketing to achieve fundraising goals.
- Acts as the key contact to oversee and provide guidance for fundraising initiatives on or off campus, working with student groups, department heads, and alumni as required
- Tracks responses and monitor results as well as identify target groups for customized solicitation.
- Works with vendors, lists brokers and other service bureaus as required
- Develops a yearly plan and calendar of annual fund solicitations and as such participate in the unit budget process.
- Strategically and proactively develops, manages and delivers programs and operations focused on the university's recurring annual giving initiative.
- Develops appropriate strategies to acquire, steward, upgrade and renew recurring donors and managing related communication process.
- Provides customer service for recurring donor inquiries in a professional and timely manner.
- Acts as the internal point of contact for the recurring giving program.
- Partners closely with Advancement Services to ensure processes are aligned and to develop appropriate reports for analysis that will be used to make informed recommendations that will result in program growth.
- Ensures succinct and comprehensive policy development and documentation as it relates to Annual Giving and annual giving donor recognition programs.
- Administers the activities related to the retention and stewarding of and relationship building with donors who made contributions to annual giving funds, like the Chancellor's Fund, the Annual Fund and college and department funds, to include: creating and managing processes focused on donor acknowledgement and recognition; working with fiscal colleagues, and/or other colleagues across the university to ensure donors are thanked, notified of gift impact and invited to participate and/or are included in recognition-focused events, experiences and/or opportunities.

ADDITIONAL DUTIES

- Performs other duties as requested.

EDUCATION

Bachelor's degree required

EXPERIENCE

Three years of experience working with program development and administration with a focus on marketing, customer retention and loyalty or related field; occasional evening and weekend work may be required as job duties demand. Experience with information resources and publications is desired, including market segmentation and predictive modeling.

REQUIREMENT

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

- Ability to utilize databases and MS Office programs Word and Excel.
- Skilled in managing and organizing work and time.
- Strong analytical and writing skills.
- Must respect confidentiality while handling sensitive personal and financial information.
- Ability to work independently and as a part of a collaborative team.
- Must be able to work in a fast-paced office environment.
- Knowledge of computer technology and software programs and their application to information management.
- Ability to develop and maintain effective work relationships.
- Ability to communicate effectively, both orally and in writing.
- Ability to travel to business related events in and out of state.
- Ability to use a personal computer and other office equipment, including related university software and email.

PHYSICAL DEMANDS

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel.

WORK ENVIRONMENT

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

SAFETY

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: _____ **Date:** _____

Employee Printed Name: _____

Texas Woman’s University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman’s University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran’s status, or against qualified disabled persons.

All positions at Texas Woman’s University are deemed security sensitive requiring background checks.