**Position Title:**Associate Director OR Director of Annual Giving and Strategic Programs

**Department:** Division of Advancement

**Organization:** University of Illinois Springfield

**Salary Ranges:** Associate Director: $60,000 - $66,000; Director: $66,000 - $72,600

**Apply Directly at:** https://uis.csod.com/ux/ats/careersite/1/home/requisition/921?c=uis

**Job Summary**

The Associate Director/ or Director of Annual Giving and Strategic Programs is responsible for the development and implementation of comprehensive fundraising, marketing and communication tactics to increase the number of annual donors and dollars to UIS including, but not limited to: annual programs, mass communications, marketing analysis, event programming and execution, and securing campus involvement in fundraising projects.

**Duties and Responsibilities**

* Develops, coordinates and manages fundraising plans and programs for specific affinity groups, including but not limited to students, parents, and recent graduates, and other revenue-generating programs within annual giving.
* Develops and manages an annual day of giving for UIS, building and executing marketing and solicitation plans, securing matches, challenges and sponsors, and providing related stewardship initiatives.
* Oversees, manages and executes annual Faculty and Staff Campaign. Develops communications and incentives, plans events, recruits and manages volunteers, and promotes and assists unit involvement.
* Creates, manages and develops multidimensional innovative appeals via a variety of mediums (e.g. electronic solicitation, direct mail appeals, texting, telemarketing, and peer-to-peer) to communicate with and solicit potential and current donors, utilizing targeted messaging and audience segmentation. Uses data and analytics to evaluate communications and provide insight for adjusting future solicitations.
* Oversees, creates and maintains crowdfunding platform and online giving pages.
* Works closely with Advancement communications staff and institutional communications team members and contributors to identify, pursue, write, and edit relevant marketing materials and to meet fundraising goals. Stays current on best practices in emerging platforms/tech/strategies. Assesses and reimagines initiatives to build donor pipeline and increase philanthropic revenue and donors. Provides counsel to colleagues across the university on giving pages, crowdfunding and annual giving.
* Manages and assigns student employee projects; provides mentorship; assists in evaluating student employee performance.
* Performs other related duties as assigned.

**Qualifications**

Minimum Qualifications

1. Bachelor's degree in marketing, business administration, communications, public relations or a related field
2. For an Associate Director: Three (3) years (36 months) of professional work experience in marketing, public relations, communications, fundraising, or a related professional area.

For Director: Five (5) years (60 months) of professional work experience in marketing, public relations, communications, fundraising or a related professional area.

\*Note: Master's degree in an area consistent with the duties of the position may be substituted for one (1) years (12 months) of work experience.

Preferred Qualifications

1. Experience writing fundraising appeals.
2. Experience working in a public higher education environment.

**Knowledge, Skills, and Abilities**

* Skill in time management, organizing work assignments, and responding quickly and effectively to challenges.
* Proofreading and editing skills.
* Exceptional verbal and written communication skills.
* Skill in identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
* Knowledge of and appreciation for public higher education.

**Travel Requirements**

No travel is expected beyond occasional local travel for meetings and events.

**Additional Responsibilities**

This job description reflects the general nature and level of work performed by employees within this position. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. Nothing restricts management’s right to assign or reassign duties and responsibilities to this job at any time. All employees are required to complete mandatory training by established deadlines (including, but not limited to, annual ethics training and sexual harassment training).

**UIS Benefit Programs**

* Choice of competitive health insurance plans, a dental plan, flexible spending plans, several types of term life insurance, long term disability insurance, supplemental investment programs and additional optional offerings.
* Tuition Waivers - Employees and their children may be eligible.
* Leave - sick time, shared benefits leave, vacation time, floating holidays, several paid holidays and other opportunities to take time away from work when necessary.
* Work-life balance programs – Be Well Illinois, Recreation and Wellness Programs, Adoption Benefit, Smoking Cessation Program, Weight-Loss Benefit, State Employee Assistance Programs

UIS is an affirmative action/equal opportunity employer with a strong institutional commitment to recruitment and retention of a diverse and inclusive campus community. Persons with disabilities, women, and minorities are encouraged to apply.