

Assistant Director of Annual Giving - Digital Engagement  
Old Dominion University

Direct Link: <https://www.AcademicKeys.com/r?job=229890>

Downloaded On: May. 9, 2024 9:09am

Posted Jan. 31, 2024, set to expire Oct. 31, 2024

<b>Job Title</b>	Assistant Director of Annual Giving - Digital Engagement
<b>Department</b>	OFFICE OF DEVELOPMENT-C/W
<b>Institution</b>	Old Dominion University Norfolk, Virginia
<b>Date Posted</b>	Jan. 31, 2024
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Associate/Assistant Director
<b>Academic Field(s)</b>	Development/Institutional Advancement Alumni Relations
<b>Job Website</b>	<a href="https://jobs.odu.edu/postings/20229">https://jobs.odu.edu/postings/20229</a>
<b>Apply By Email</b>	
<b>Job Description</b>	

### Job Summary

Digital Engagement creates dynamic digital philanthropy experiences for our global community of university constituencies. This position is an active member of the annual giving team, growing revenue and donor participation through solicitations, and targeted campaigns – with a special focus on prequalifying major gift donors (\$25,000+) and upgrading gift amounts (\$1000-\$5000+). This position will provide a first-class philanthropic experience for donors by leveraging digital engagement to build relationships with university constituencies through video, social media, and digital and in-person connections based on the passions and interests of each individual donor to the university.

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**Position Type**

FullTime

**Type of Recruitment**

General Public

**Minimum Qualifications**

***A Master's degree is required or Bachelor's degree with experience and/or training that equates to a Master's degree.***

- Some knowledge of development principles and fundraising techniques.
- Demonstrated ability to develop and implement fundraising strategies.
- Demonstrated ability to work independently and as part of a team.
- Some experience in University relationship building, fundraising, and/or sales.
- Some experience with database, crowdfunding, and calling software.

**Preferred Qualifications**

- Some experience in marketing, crowdfunding, non-profit fundraising, higher education, or equivalent.
- Some knowledge of fundraising platforms such as Community Funded, GradAdvance, GoFundMe, Kickstarter, or similar platforms.
- Some knowledge of CRMs/databases such as Blackbaud Raiser's Edge NXT, and content creation software, such as Adobe Suite.

**Contact Information**

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

**Contact**

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