

Assistant Director, Leadership Giving (7547U), University
Development and Alumni Relations - 70865
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=239469>

Downloaded On: Jul. 27, 2024 12:10pm

Posted Jul. 24, 2024, set to expire Nov. 8, 2024

Job Title Assistant Director, Leadership Giving (7547U),
University Development and Alumni Relations -
70865

Department University Development and Alumni Relations
Institution University of California, Berkeley
Berkeley, California

Date Posted Jul. 24, 2024

Application Deadline Open until filled

Position Start Date Available immediately

Job Categories Associate/Assistant Director

Academic Field(s) Development/Institutional Advancement

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Apply By Email

Job Description

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**Assistant Director, Leadership Giving (7547U), University Development and Alumni Relations -
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About Berkeley

At the University of California, Berkeley, we are committed to creating a community that fosters equity of experience and opportunity, and ensures that students, faculty, and staff of all backgrounds feel safe, welcome and included. Our culture of openness, freedom and belonging make it a special place for students, faculty and staff.

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The University of California, Berkeley, is one of the world's leading institutions of higher education, distinguished by its combination of internationally recognized academic and research excellence; the transformative opportunity it provides to a large and diverse student body; its public mission and commitment to equity and social justice; and its roots in the California experience, animated by such values as innovation, questioning the status quo, and respect for the environment and nature. Since its founding in 1868, Berkeley has fueled a perpetual renaissance, generating unparalleled intellectual, economic and social value in California, the United States and the world.

We are looking for equity-minded applicants who represent the full diversity of California and who demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community. When you join the team at Berkeley, you can expect to be part of an inclusive, innovative and equity-focused community that approaches higher education as a matter of social justice that requires broad collaboration among faculty, staff, students and community partners. In deciding whether to apply for a position at Berkeley, you are strongly encouraged to consider whether your values align with our [Guiding Values and Principles](#), our [Principles of Community](#), and [our Strategic Plan](#).

At UC Berkeley, we believe that learning is a fundamental part of working, and our goal is for everyone on the Berkeley campus to feel supported and equipped to realize their full potential. We actively support this by providing all of our staff employees with at least 80 hours (10 days) of paid time per year to engage in professional development activities. To find out more about how you can grow your career at UC Berkeley, visit grow.berkeley.edu.

Departmental Overview

University Development and Alumni Relations (UDAR)

University Development and Alumni Relations (UDAR), increases support for and enhances knowledge of UC Berkeley through communications, public outreach, and fundraising. UDAR is responsible for fundraising and donor engagement, and works to strengthen unit development offices by consulting and partnering with campus fundraisers. UDAR also handles a range of central activities and services encompassing events, communications, stewardship, prospect development, gift management, database management, and more.

Office of Annual Programs Overview

The Office of Annual Programs within UDAR, is the university's largest fundraising department and is

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responsible for engaging thousands of alumni, parents, and students as donors and volunteers each year. The goals of this department are to: 1) increase the number of annual donors, 2) significantly raise the amount of discretionary funds for the Chancellor, the deans and program directors, and 3) identify campaign/major donors for the campus. Programs include the Parent and Family Philanthropy program, Pipeline Development, and Direct Response Marketing. The department is made up of 33+ employees and raises \$13-\$15 million in private contributions from 40% of campus donors each year.

Office of Pipeline Development Overview

The Office of Pipeline Development provides philanthropic opportunities for alumni, parents, and friends of UC Berkeley in the \$1k- \$100k level. Situated within the University Development & Alumni Relations division, and the department of Annual Programs, Pipeline Development solicits leadership gifts from UC Berkeley constituents, manages the pipeline growth program, and provides strategic leadership for campus units in scalable qualification and pipeline health.

Position Overview

The **Assistant Director of Leadership Giving** will work with the Pipeline Development team to discover and qualify new leadership gift prospects, solicit new donors, and upgrade existing leadership gift donors to build the pipeline of major gift donors. This role will partner with schools/colleges and departments on pipeline activities leveraging existing cultivation opportunities throughout campus. The Assistant Director will leverage foundational aspects of existing stewardship programs, The Charter Hill Society & Benjamin Ide Wheeler Society, to cultivate and solicit leadership annual donors.

The **Assistant Director of Leadership Giving** uses skills as a seasoned, experienced fundraising professional. They must demonstrate good judgment and independently manage a portfolio of 150+ prospects annually. The Assistant Director must coordinate with campus colleagues in a large, decentralized fundraising environment and is expected to raise gift dollar amounts and meet monthly contact targets as established in annual campaign plans and standards of performance.

Application Review Date

The First Review Date for this job is: July 25, 2024

Responsibilities

Leadership Fundraising

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- Personally identify, qualify, cultivate, solicit and steward an active portfolio of leadership gift prospects for increased levels of annual support ranging from \$1,000-\$100,000+.
- In partnership with Prospect Development, design strategies to ensure top prospects are solicited each fiscal year at appropriate levels.
- Make face-to-face solicitations for gifts in the four and five-figure range. A portion of these solicitations will be conducted in partnership with gift officers in other campus units.
- Once a mature portfolio is established, raise \$500,000+ per year.
- Partner with Development Officers as needed to maintain donor-centered relationships.
- Within the Charter Hill Society, identify top prospects and develop individual solicitation strategies with a focus on Cal Fund donors. Where appropriate, collaborate with campus colleagues.
- Leverage the Bubble Up lead generation initiative to acquire new Cal Fund prospects with the goal of increasing their philanthropic contributions.

Portfolio Management

- Manage a portfolio of 150+ prospects annually, mainly top leadership prospects, who have the capacity to make four or five-figure gifts or a planned gift.
- Attempt to personally contact all tracked prospects 3-6 times within the fiscal year.
- Work with Pipeline Growth staff to coordinate new prospects through various Discovery Journeys, i.e. giving days, crowdfunding campaigns, LYBUNT prospect populations, etc.
- Collaborate with Development Associate to analyze reports to establish effective annual solicitation strategies.

Prospect Management

- Prepare background information and research on prospects to ensure completion of assigned solicitations each fiscal year.
- Record and document all donor interactions into the donor database, CADS. Prospect Management
- Conduct at least 10-20 substantive contacts per month (e.g. significant moves that advance a relationship with the institution, such as in-person visits, phone calls, or virtual visits).

Program Management & Campus Partnerships

- In partnership with other Pipeline Development gift officers, support the Discover Cal lecture series.
- Serve as the lead leadership gift officer to coordinate and collaborate with the Bay Area Major Gifts team to ensure a healthy donor pipeline is being built.

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- Attend functions, meetings, and serve on internal/external committees as a representative of the Pipeline Development team.
- Develop strategic fundraising plans for each prospect, focusing on identifying future major gift prospects. Each plan could reflect the following: volunteer leadership profile, profile of top prospects, analysis of prior class giving, best practice reunion giving strategies, history and characteristics of each class, and life cycle/life stage of each class.
- Coordinate overall message and general details with direct response colleagues (direct mail and telefundraising).
- Monitor and analyze results throughout the fiscal year, and revise strategies as necessary in order to accomplish goals.
- Record and document all donor interactions into the donor database, CADS and other duties as assigned.

Required Qualifications

- Minimum two years of thorough working knowledge and understanding of fundraising, donor relations, or business development concepts, principles, techniques, procedures, and practices.
- Demonstrated ability to use thorough written, oral and interpersonal communication skills, including political acumen, to build and maintain effective working relationships at all organizational levels and with outside constituencies.
- Excellent interpersonal skills and ability to work collaboratively with others to achieve common goals.
- Thorough analytical and critical thinking skills, including skill in creative and effective decision-making and problem identification/avoidance/resolution.
- Demonstrated ability to work both independently and as part of a team. Available for some evening and weekend work.
- Able to travel (generally within California).

Education Level

- Bachelor's degree in related area and / or equivalent experience / training

Preferred Qualifications

- Demonstrated experience and keen interest in personally soliciting special gifts from individuals (\$1,000-\$100,000+).

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- Experience in higher education.
- Knowledge of UC Berkeley's mission, history and goals.

Salary & Benefits

- **This is an exempt, monthly paid position, eligible for UC benefits.** For information on the comprehensive benefits package offered by the University, please visit the University of California's Compensation & Benefits website. For information on the comprehensive benefits package offered by the University, please visit the University of California's Compensation & Benefits website. For information on the comprehensive benefits package offered by the University, please visit the University of California's [Compensation & Benefits](#) website.

Under California law, the University of California, Berkeley is required to provide a reasonable estimate of the compensation range for this role and should not offer a salary outside of the range posted in this job announcement. This range takes into account the wide range of factors that are considered in making compensation decisions including but not limited to experience, skills, knowledge, abilities, education, licensure and certifications, analysis of internal equity, and other business and organizational needs. It is not typical for an individual to be offered a salary at or near the top of the range for a position. Salary offers are determined based on final candidate qualifications and experience.

The budgeted salary or hourly range that the University reasonably expects to pay for this position is \$90,000 - \$105,000, commensurate with experience.

How to Apply

To apply, please submit your resume and cover letter.

Other Information

- This is a hybrid position with 60-80% remote work eligibility.
- This is not a Visa opportunity.

Conviction History Background

This is a designated position requiring fingerprinting and a background check due to the nature of the job responsibilities. Berkeley does hire people with conviction histories and reviews information received in the context of the job responsibilities. The University reserves the right to make

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employment contingent upon successful completion of the background check.

Equal Employment Opportunity

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status. For more information about your rights as an applicant, please see the [U.S. Equal Employment Opportunity Commission](#) poster.

The [University of California's Affirmative action policy](#).

The [University of California's Anti-Discrimination policy](#).

To apply, visit

https://careerspub.universityofcalifornia.edu/psp/ucb/EMPLOYEE/HRMS/c/HRS_HRAM.HRS_APP_SCH

Contact Information

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

Contact

N/A

University of California, Berkeley

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