

**Assistant Director of Planned Giving  
Northern Arizona University**

Direct Link: <https://www.AcademicKeys.com/r?job=258238>

Downloaded On: Jun. 14, 2025 8:51pm

Posted Jun. 13, 2025, set to expire Oct. 9, 2025

**Job Title** Assistant Director of Planned Giving  
**Department** Staff  
**Institution** Northern Arizona University  
Flagstaff, Arizona

**Date Posted** Jun. 13, 2025

**Application Deadline** 07/15/2025

**Position Start Date** Available immediately

**Job Categories** Associate/Assistant Director

**Academic Field(s)** Development/Institutional Advancement

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**Job Description**

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**Assistant Director of Planned Giving**

**Northern Arizona University**

**Special Information**

- This position is a hybrid position which allows the incumbent to complete their work at both an NAU site, campus, or facility and at a non-centralized site with or without accommodation.
- This position can reside in either the Flagstaff Mountain Campus or Phoenix North Valley Campus.

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- This position is posted as Assistant Director of Planned Giving, which is a working title. The NAU system title for this position is University Development Assistant Director.
- Driving a vehicle on behalf of the university is anticipated to be a regular part of this position. Arizona Administrative Code Fleet Safety Policy requires all employees who drive on university business become authorized by submitting Driver's license information for driving record monitoring, and completion of training appropriate to the level of driving performed. The law applies to all faculty, staff, and students who drive personal or university-owned motorized vehicles for any business purpose. More information on the NAU Authorized Driver Policy can be found on the NAU website.

### **About the Department/College**

NAU Advancement | Foundation engages students, alumni, parents, friends, and the broader NAU community to connect, invest, and inspire current and future Lumberjacks.

### **About the Position**

As a member of the Planned Giving team, the Assistant Director works as part of Advancement | Foundation to oversee donor cultivation activities and integrate planned giving into the university's strategic fundraising efforts. The position collaborates with a team of development directors to diversify funding resources and engage donors in long-term financial planning, including the creation of blended gifts and endowments. The Assistant Director will stay informed of industry trends to guide strategic decisions and ensure a sustainable fundraising pipeline for the NAU Foundation. This position requires regular communication with university partners to identify and cultivate potential donors to increase their philanthropic potential through a blended or planned gift.

The Assistant Director of Gift Planning will manage a portfolio and cultivate relationships with major and planned gift prospects, aiming to secure significant contributions and achieve annual fundraising goals. The Assistant Director conducts annual donor visits, collaborates with development directors to identify and secure planned gifts, and partners with the Assistant Vice President of Gift Planning to develop strategic marketing plans.

The position will also work collaboratively with division colleagues to maintain the Gift Planning website, and enhance the donor experience through targeted marketing and communication strategies. The university is currently in the quiet phase of its comprehensive campaign. The position will provide guidance and support to donor engagement and solicitation activities institution-wide, while preserving and nurturing existing relationships at individual and program levels.

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The position reports to the Assistant Vice President of Planned Giving.

**Responsibilities Include**

**75% - Fundraising and Relationship Building**

- Oversee and engage a comprehensive portfolio of major and planned gift prospects who have the potential to philanthropically support NAU's strategic priorities.
- Annually cultivate, solicit, and steward major and planned giving donors to achieve Planned Giving goals.
- Partner with development officers, deans, and campus leadership to identify planned giving prospects and secure gifts to support key priorities within their colleges/units.
- Conceptualize and implement planned giving fundraising strategies that enhance and support the university's fundraising priorities.
- Work collaboratively with all university partners to secure alumni and friends' planned gift commitments, including bequests, gifts of retirement assets and/or life insurance through a beneficiary designation, and charitable gift annuities.
- Lead the development of and delivery of complex gift agreements, proposals, donor acknowledgements, and customized impact reports.
- Assist, and when appropriate, lead the development of complex proposals for soliciting planned giving donors, using knowledge from varied sources to ensure they are accurate and complete.

**10% - Marketing and Communications**

- Partner with the Asst. Vice President of Planned Giving to create and execute a strategic marketing plan, campaigns, and audience segmentation to acquire new gift planning prospects and retain existing donors.
- In partnership with the Advancement Communications team, develop relevant gift planning content for multi-channel campaigns, website, newsletters, etc.
- Track responses to marketing campaigns, assess their effectiveness, and collaborate with development directors to follow-up with prospects.
- Collaborate with division partners on the organization and execution of high-profile gift planning events, including donor appreciation events, seminars, and workshops.
- Ensure the Planned Giving website and fundraising dashboards are accurate, showcasing current campaigns, and the impact of past legacy gifts.
- Conduct high-level analysis, compile information, and develop gift planning reports for leadership.
- Observe trends and relevant strategies in planned giving.

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10% - Program Administration

- Observe relevant industry trends to inform strategic decisions.
- Conduct high level analysis, compile information, and develop timely and accurate reports on key metrics for leadership.
- Through collaborative strategy and report generation, identify risk factors and address the need for risk mitigations to ensure fundraising effectiveness.
- Track and record constituent records, monitor constituent giving, communications, etc. utilizing the NAU Foundation's constituent database.

5% - Other

- Other duties as assigned.

**Minimum Qualifications**

- Bachelor's degree in relevant field, and
- 3 years of relevant experience, and
- 2 years of management experience.

*\*A combination of related education, experience, and training may be used as an equivalent to the above Minimum Qualifications.*

**Preferred Qualifications**

- Master's degree in relevant field.
- 5 years of relevant experience.

**Knowledge, Skills, & Abilities**

Knowledge

- Advanced knowledge of practices, developments and techniques used in university development.
- Knowledge of university development industry trends in higher education.
- Knowledge of current/effective management tactics and practices.

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### Skills

- Project management skills.
- Conflict resolution and customer service skills.
- Planning, organizing, directing, and facilitating skills.

### Abilities

- Communicates effectively.
- Manages relationships.
- Analyzes complex situations and anticipates issues.

### Compensation

Salary range begins at \$77,871. Annual salary commensurate with candidate's qualifications and related experience.

### Pre-Employment Check

Northern Arizona University requires satisfactory results for the following: a criminal background investigation, an employment history verification and a degree verification (in some cases) prior to employment. You may also be required to complete a fingerprint background check. Also, as an employer in the state of Arizona, NAU is required to participate in the federal E-Verify program that assists employers with verifying new employees' right to work in the United States.

This position has been identified as a safety/security sensitive position. Therefore, per AZ Revised Statute, Northern Arizona University requires satisfactory results for the following: a criminal background investigation, employment history investigation, degree verification (in some cases) and fingerprinting. If you are applying for a job that requires a CDL, you will be required to register with the Federal Motor Carrier Safety Administration Drug & Alcohol Clearinghouse and adhere to the clearinghouse requirements.

### Notice of Availability of the Annual Fire and Security Report

Each year Northern Arizona University releases an [Annual Security Report](#). The report is a result of a federal law known as the Clery Act. The report includes Clery reportable crime statistics for the three

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most recent completed calendar years and discloses procedures, practices and programs NAU uses to keep students and employees safe including how to report crimes or other emergencies occurring on campus. In addition, the [Fire Safety Report](#) is combined with the Annual Security Report for the NAU Flagstaff Mountain Campus as this campus has on-campus student housing. This report discloses fire safety policies and procedures related to on-campus student housing and statistics for fires that occurred in those facilities. If you would like a free paper copy of the report, please contact the NAUPD Records Department at (928) 523-8884 or by visiting the department at 525 E. Pine Knoll Drive in Flagstaff.

**Immigration Support/Sponsorship**

NAU will not provide any U.S. immigration support or sponsorship for this position.

To apply, please visit: <https://careers.nau.edu/jobs/assistant-director-of-planned-giving-flagstaff-arizona-united-states-phoenix>

**Contact Information**

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

**Contact**

Staff

Northern Arizona University

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