

Assistant Director
Stevens Institute of Technology

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Posted Aug. 29, 2023, set to expire Jul. 12, 2024

Job Title Assistant Director

Department Development and Alumni Engagement

Institution Stevens Institute of Technology
Hoboken, New Jersey

Date Posted Aug. 29, 2023

Application Deadline Open until filled

Position Start Date Available immediately

Job Categories Associate/Assistant Director

Academic Field(s) Development/Institutional Advancement
Alumni Relations

Job Website https://stevens.wd5.myworkdayjobs.com/External/job/Hoboken-NJ---Main-Campus/Assistant-Director_RQ27239

Apply By Email

Job Description

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The Assistant Director, Annual Giving will work with the Director of Annual Giving to support a comprehensive fundraising plan for annual gift programs for Stevens Institute of Technology.

A part of Development and Alumni Engagement, the annual giving program oversees solicitations through direct mail, crowdfunding, email and texting platforms, as well as supporting individual solicitations for annual gifts and peer-to-peer solicitation strategies. Using a variety of channels (email, social, video messaging and phone) and technologies, the Assistant Director creates deeper connections with Stevens donors and supports our annual giving goals.

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The Assistant Director will focus on building relationships at scale with recent and prospective donors. With the Director of Annual Giving, the assistant director will manage outreach strategies in coordination with mass appeals, develop responsive fundraising strategies, and support individual and peer-to-peer solicitations for annual gifts.

Essential Duties and Responsibilities:

Reporting to the Director of Annual Giving and working closely with partners within Development and Alumni Engagement, the Assistant Director will:

1. Support the overall annual giving program.

- Establish, implement, and evaluate plans to solicit philanthropic support from alumni, parents, faculty, staff and friends.
- Collaborate with the director of annual giving to create and support responsive fundraising strategies that support the acknowledgement-to-ask journey for donors.
- Support the development and review of solicitation letters, emails, video messages, texts and talking points for phone conversations.
- Support audience management, engagement and solicitation strategies for the leadership annual giving society, the Edwin A. Stevens Society (EAS), and loyalty society, the GEAR society to increase support and retention amongst our donors.
- Collaborate with communications and stewardship to create compelling impact reports, donor stories and other materials to showcase outcomes of donor support.
- Work in coordination with the Director of Annual Giving and development services to properly record, measure and deliver reports on key metrics to ensure effective and inclusive solicitation strategies.
- Effectively communicate the mission of Stevens Institute of Technology and promote a comprehensive understanding of current philanthropic priorities through excellent informal and formal communications.

2. Manage individual peer-to-peer outreach strategies in coordination with mass appeals.

- Oversee philanthropic volunteer programs and groups and provide structure and systems that will support and capture peer-to-peer solicitation outreach.
- Develop email templates and talking points for volunteer and staff outreach during critical initiatives such as calendar and fiscal year end, and large crowdfunding campaigns.
- Work closely with campus partners and volunteers to develop guides and template content to

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support their outreach during crowdfunding campaigns.

- Collaborate with alumni engagement teams to prepare templates, talking points, and toolkits for peer-to-peer outreach strategies for reunions, regional and affinity-based volunteers.
- Pull and prepare outreach lists for staff, campus partner and volunteer outreach.
- Maintain accurate and up-to-date records in the CRM, Raiser's Edge to capture conversations and outcomes from individual outreach.

3. Build relationships at scale with individual donors.

- Leveraging email, phone, social media, video messaging, texts and current technologies, perform personal outbound touchpoints to connect with individual donors.
- Working with alumni engagement teams, leverage upcoming events and engagement activities to improve donor experience and deepen engagement with Stevens.
- Collaborate with donor relations and stewardship to oversee special initiatives, messages and other activities that deepen connection and foster a sense of community.
- Support the pipeline of major gift donors by referring loyal and leadership annual gift donors capable of increased support to research and major and planned gifts.

Qualifications:

- Bachelor's degree plus 2 years related professional experience, or an equivalent combination of education and experience.
- Experience in fundraising, annual giving or direct sales, preferably in a higher education or nonprofit setting, with a willingness to solicit donors.
- Adept at using social media, text, phone and video technologies, with the ability to create strong professional relationships across mediums.
- Desire and willingness to learn new technologies and systems and strategically implement into day-to-day operations as appropriate.
- Exceptional interpersonal and relationship-building skills, with a readiness to engage alumni and friends from diverse backgrounds at a high velocity and in a personalized and respectful manner.
- Strong written and verbal communication skills to articulate compelling messages for various audiences.
- Effective collaboration and organizational skills to manage and deliver multiple projects across teams, audiences and populations.
- Ability to work in a hybrid environment and attend in-person meetings or events.
- Experience with CRM database and reporting. Raiser's Edge or RE NXT knowledge preferred.

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Department

Annual Giving and Alumni Engagement

General Submission Guidelines:

In order to be considered a candidate for any job at Stevens, you must submit an online application. Please attach a cover letter and resume with each application. Other requirements for consideration may depend on the job.

Still Have Questions?

If you have any questions regarding your application, please contact Jobs@Stevens.edu

EEO Statement:

Stevens Institute of Technology is an Equal Opportunity Employer. Accordingly, Stevens adheres to an employment policy that prohibits discriminatory practices or harassment against candidates or employees based on legally impermissible factor(s) including, but not necessarily limited to, race, color, religion, creed, sex, national origin, nationality, citizenship status, age, ancestry, marital or domestic partnership or civil union status, familial status, affectional or sexual orientation, gender identity or expression, atypical cellular or blood trait, genetic information, pregnancy or pregnancy-related medical conditions, disability, or any protected military or veteran status.

Stevens is building a diverse faculty, staff and student body and strongly encourages applications from female and minority candidates as well as veterans and individuals with disabilities. Stevens is a federal contractor under the Vietnam Era Veterans' Readjustment Assistance Act (VEVRAA) and the Rehabilitation Act of 1973, as well as other federal statutes.

Jeanne Clery Disclosure:

In accordance with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act (Clery Act), the Department of Public Safety is required to publish an annual security report which includes statistics mandated by the Clery Act. You can obtain a copy of this report by accessing the following web site: <https://www.stevens.edu/police>

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Contact Information

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

Contact

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