

Assistant Director of Annual Giving - Digital Engagement
Old Dominion University

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

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

Job Title	Assistant Director of Annual Giving - Digital Engagement
Department	OFFICE OF DEVELOPMENT-C/W
Institution	Old Dominion University Norfolk, Virginia
Date Posted	Jan. 31, 2024
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://jobs.odu.edu/postings/20229
Apply By Email	
Job Description	

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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