



POSITION DESCRIPTION

TITLE:	Leadership Annual Gift Officer
CLASSIFICATION:	Administrative
DEPARTMENT:	Development
FLSA STATUS:	Exempt
SYSTEM TITLE:	Director

SUPERVISION RECEIVED: Reports directly to the Executive Director of Development.

SUPERVISION EXERCISED: Support staff as appropriate.

POSITION SUMMARY: The leadership annual gift officer sets and achieves fundraising and engagement goals with a focus on alumni and supporters of Moravian College and Theological Seminary. The position designs, manages, and executes development strategies and programs to maximize philanthropic support for institutional priorities. The leadership annual gift officer will increase engagement and participation of the College and Seminary's community of alumni and friends through intentional and focused outreach. The leadership annual gift officer serves on a staff of committed fundraising and engagement professionals and works closely with leadership volunteers and alumni.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

1. Establish fundraising goals and priorities based on department objectives, design strategies to meet those goals, and monitor progress against goals. Drive gift strategies for alumni in the \$1,000 to \$5,000/year gift range.
2. Outreach to assigned alumni and donors, maintaining a portfolio of approximately 125 prospects with the specific goals of acquiring, retaining, reactivating, and upgrading their contributions in a timely manner. Maintains a visit schedule of 100-120 visits per year.
3. Identify, analyze, and qualify donor interest to maximize giving, with an emphasis on moving annual donors to the major gift level.
4. Develop and implement strategies for retention and growth of the annual leadership giving societies.
5. Work independently to develop communication strategies and case statements for projects, including public presentations.
6. Seek opportunities for professional development that will enhance job performance, including building networks within the College and with colleagues at peer institutions.
7. Perform additional duties as assigned by the Executive Director of Development or his/her designee.

QUALIFICATIONS: A bachelor's degree from an accredited institution is required, and experience in advancement/development, external affairs, or a comparable field. Experience must show a proven track record of success. Ability to work in a self-directed fashion and to serve as a member of a collaborative development team. Technology-savvy with an understanding of database and management systems. Experience in an educational or higher ed environment desired. Willingness to travel and the ability to work occasional evenings and weekends.

SKILLS: Requires superb written and verbal communication skills, a high level of creativity and innovative thinking, excellent interpersonal skills, including the ability to work with staff at all levels, and the ability to represent Moravian College with tact, diplomacy, and confidentiality. Exceptional

attention to detail, grammar, spelling, and consideration for the target audience using various formats (e.g. emails, letters, social media, public speaking, etc.).

Ability to productively manage multiple responsibilities and deadlines in a fast-paced, results-oriented environment. Ability to prioritize, manage time efficiently, meet deadlines, and work independently and collaboratively, meticulous attention to details, good listener with the ability to build rapport easily with internal and external constituents, a team-oriented person with a passion for education, excellent judgment, maturity, creativity, flexibility, and a strong commitment to the mission and goals of Moravian College.

PHYSICAL DEMANDS:

- Occasionally required to remain seated in a normal position for long periods of time
- Regularly required to walkabout
- Regularly required to maintain balance while walking, standing, crouching, or running
- Routinely required to reach up and out with hands and arms
- Regularly required to talk and hear; verbally express information or instructions
- Regularly required to use hands to grasp objects, type, pick up objects, move objects, or hold objects
- Routinely required to stoop, kneel, crouch, and/or crawl
- Regularly required to climb stairs and/or ladders
- Occasionally required to lift up to 25 pounds and carry a distance of 10 feet
- Occasionally required to push and/or pull up to 25 pounds a distance of 10 feet
- Routinely required to stand for long periods of time
- Close vision (clear vision at 20 inches or less)
- Depth perception and the ability to judge distances and spatial relationships
- Adjustable focus

WORK ENVIRONMENT: The work environment characteristics described here are representative of those encountered while performing the essential functions of this job.

The individual is routinely exposed to indoor conditions, minimum outdoor weather and temperature extremes, and moderate noise level.

The specific statements shown in each section of this description are not intended to be all-inclusive. They represent typical elements and criteria necessary to successfully perform the job.

April 2021