



## **ASSISTANT DIRECTOR, ANNUAL GIVING**

### **POSITION SUMMARY:**

The Assistant Director for Annual Giving works in coordination with the Director of Alumni & Annual Giving and central Advancement Services to develop and execute an annual giving program for the University of Oklahoma Health Sciences Center colleges and centers. This includes, but is not limited to direct mail, e-solicitations, social media, and the annual giving day fundraising initiative as well as other special campaigns related to annual giving.

### **KEY RESPONSIBILITIES:**

- Manage and execute annual giving campaigns for 6-8 units at the OU Health Sciences Center, in coordination with university based annual giving efforts.
- In partnership with units, plan and execute direct annual giving campaigns. Duties include working with graphics team to design packaging and art, determining appropriate segmentation, requesting and managing data based on unit specific needs, drafting copy templates, working with units and communications to finalize and proof all materials, work with vendors to distribute, track and monitor progress to make appropriate segment changes, reporting results to units, and monitoring expenses in relation to the overall budget.
- Evaluate campaigns to ensure goals are being met and provide reports to units on a regular basis.
- Produce and maintain yearly production calendar for Annual Giving regarding these units.
- Coordinate annual Giving Day initiative for the Health Sciences Center.
- Manage stewardship of annual giving donors for assigned units in partnership with the Stewardship Office.
- Tracks successfulness of appeals and works with Director of Annual Giving to make changes to the program as needed for increased ROI
- Assist with campus special campaigns and advancement activities and events as directed by the Assistant Vice President of Advancement.
- Performs other duties as needed to successfully fulfill the functions of the position.

### **REQUIRED QUALIFICATIONS:**

#### **Knowledge, Skills and Abilities**

- Advanced computer skills; must be proficient in Excel
- High level of initiative and creativity
- Knowledge of media, communication, and dissemination techniques and methods
- Ability to prioritize, manage multiple assignments, and meet deadlines
- Excellent verbal and written communication skills
- Ability to work independently and in collaboration with others
- Ability to develop and maintain constructive working relationships
- Ability to obtain information from relevant sources
- Ability to work without close supervision and to make proper and independent decisions
- Must have current driver's license



THE UNIVERSITY OF OKLAHOMA  
**FOUNDATION**

- Team-oriented
- Ability to travel and work flexible hours

### **Equivalent Education/Experience**

- Bachelor's Degree in Communication, Marketing, Public Relations, or closely related field.
- 24-months experience in fundraising.
- Equivalent combinations of education and experience will be considered.
- Preference for previous experience in higher education - annual giving, special events, writing and direct mail appeals.

### **SALARY RANGE:**

Salary commensurate with experience.