Assistant Director for Annual Giving

St. Francis College (the “College” or “SFC”) is revitalizing as we prepare to open a brand-new, state-of-the-art campus in downtown Brooklyn. We are a College rooted in a commitment to radical hospitality, to character formation, to inter-faith dialogue, and to creating conditions for students to learn the technical skills necessary to navigate a 21st Century workplace, while never losing sight of the importance of ensuring that all students learn to cultivate their humanity.

SFC is committed to diversity, equity, and inclusion and we serve one of the most diverse student populations in New York City and the country. St. Francis College has a 160-year history of serving New York City’s low-income, working class and immigrant families, and a mosaic of diverse individuals, offering our students opportunity—the opportunity to pursue a college education that is accessible and affordable and to use their hard-earned degree and experience to build careers and achieve economic mobility. Today, St. Francis College’s student body is 28% Hispanic, 24% Black, and 26% White. Over 60% of students are female and 47% receive federal Pell grants. Candidates who are culturally competent and have the professional skills, experience and desire to engage with a collaborative and diverse college and community, are particularly sought after for employment with the College. To learn more about St. Francis College and our commitment to diversity, equity and inclusion, please visit us at https://www.sfc.edu/.

St. Francis College is committed to providing opportunities to all persons without regard to sex, race, creed, color, religion, national origin, citizenship status, age, disability, marital status, gender identity or expression, predisposing genetic characteristics, status as a victim of domestic violence, sexual orientation, status as a Vietnam-era or special disabled veteran, or any other characteristic protected by law in its education programs and activities or employment. The College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to equity and to increasing the diversity of our faculty, staff, students, and the curriculum. Applications by members of all underrepresented groups are encouraged.

Job Summary: Reporting to the Director of Engagement and Alumni Affairs, the Assistant Director for Annual Giving assists in the day-to-day management of the planning and implementation of comprehensive direct mail, electronic solicitation, and social media campaigns to increase annual giving dollars and participation from alumni, parents and friends.

Duties and Responsibilities:

- Supports all operational aspects of the Office of Advancement’s Annual Giving Program.
- Drafts, edits and proofreads copy as it relates to all fundraising communications.
- Plays a key role in developing creative and solicitation strategies, including audience development and segmentation for the College’s Annual Fund.
- Assists in ensuring all direct mail, electronic mail, and social media solicitation and stewardship mailings are produced and distributed in accordance to the established calendar deadlines.
• Assists and supports volunteer committee outreach and coordination for the Class Agent and Reunion Class Giving programs.
• Assists in the management of student, parent, and alumni phonathons and thankathons, including, but not limited to, phonathon management and recruitment/training of callers.
• Provides support on 1859 Giving Day and other “giving day” crowdfunding opportunities.
• Provides support on implementing Senior Class Gift and Current Student Gift efforts.
• Develops fundraising strategies targeting recent graduates, focusing on the graduates of the last decade ("GOLD")
• Supports the Office of Advancement’s leadership by strengthening donor relations via direct cultivation and solicitation calls/emails. As appropriate, provides necessary follow-up materials and assists in the coordination of face-to-face solicitations.
• Assists in identifying a small portfolio of mid-level leadership annual giving prospects to ensure moves management initiatives.
• Oversees the annual employee fundraising campaign.
• Oversees the annual Senior Parent Gift campaign.
• Manages in the preparation and printing of the College’s annual donor report.
• Prepares bi-weekly statistical fundraising reports.
• Performs other duties as assigned.

Qualifications:

• Bachelor’s degree required.
• Broad base of general knowledge and skills in fundraising with specifically related experience in annual giving programs.
• Minimum of 3 years of experience in direct mail marketing, annual giving, and college advancement.
• Must possess good planning, administrative, verbal and writing skills, a strong work ethic, demonstrated ability to work with volunteers and donors, and the ability to manage several projects simultaneously.
• Ability to work in a fast-paced team environment.
• Must be well organized and detail oriented.
• Knowledge and proficiency in Microsoft Word, Excel, Outlook, and PowerPoint required.
• Knowledge of Raiser’s Edge software and Mobile Cause Crowdfunding platform preferred.
• Willingness and ability to work some late evenings and weekends, as necessary.
• Commitment to confidentiality, discretion, ethical standards, and professionalism.
• The ability to work and communicate effectively with faculty, staff and students from diverse educational and social backgrounds.
• Communication skills and cross-cultural abilities to maximize effectiveness with diverse groups of students, colleagues and community members.
• Commitment to diversity, equity, and inclusion in the workplace, and efforts to embed it into the St. Francis College culture.
• Ability to interact collaboratively and professionally with diverse groups and constituencies throughout the College.
• Culturally sensitive with an understanding and appreciation of a multi-cultural college community and the Franciscan traditions of St. Francis College.
• Strong commitment to the College’s mission and to its students, faculty and staff.

Interested applicants can apply by clicking here.