

Texas Wesleyan University
Job Description

Name: OPEN
Job Title: Director of the Wesleyan Fund
Department: Office of Advancement
Reports To: Interim Vice President of Advancement (Joan Canty)
FLSA Status: Exempt
Prepared By: Human Resources
Prepared Date: October 2007

SUMMARY

Responsible for the daily management of the University's annual fund campaign, the Wesleyan Fund. Develops and implements all strategies related to the identification, cultivation, solicitation and stewardship of prospects in support of the Wesleyan Fund. As the senior-level director, coordinates campaign activities with the department's advancement staff, the president, vice presidents, deans and other University employees to achieve the established Wesleyan Fund goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following.

Plans, directs and implements fundraising activities relevant to priorities and needs for the Wesleyan Fund.

Identifies, cultivates and solicits individual prospects, as well as corporations, foundations and other donors in support of unrestricted giving programs and/or through written proposals.

Coordinates all donor relationships and external relations, special programs and events in support of the Wesleyan Fund.

Creates and executes all direct mail appeals associated with the Wesleyan Fund.

Prepares correspondence, follow up letters, proposals and call reports as related to fundraising activities.

Recruits and manages assistants and key leaders for Wesleyan Fund campaign programs.

Represents the University in a wide range of professional settings and to a wide range of professional constituents.

Works with selected groups of alumni and friends to develop planned giving programs and opportunities.

Prepares written proposals, letters, call reports, information sheets, brochures or printed materials for gifts that may be used over the signatures of others. Works with staff or freelance designers and printers as needed.

Creates targeted programs for specific groups of alumni, friends, current and prospective donors.

Develops plans to publicize gift and donors through University publications and media.

Establishes fundraising goals according to the financial need of the University.

Evaluates the Wesleyan Fund and reports the program's progress to the University President and Board of Trustees.

Participates in campus-wide events, plans and programs.

Other duties as assigned by the Interim Vice President of Advancement.

QUALIFICATIONS To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

Bachelor's degree required. Minimum of five years of fundraising development experience in developing and implementing an annual fund campaign. Experience with developing and managing relationships with assistants and key donors (preferably in higher education).

KNOWLEDGE, SKILLS and ABILITIES

Strong data entry and typing skills.

Knowledge of standard office practices and procedures, including filing.

Proficient use of multi-line phone system and standard office equipment.

Ability to adhere to University and departmental policies and procedures.

Ability to work effectively with a wide range of constituencies in a diverse community.

Ability to work independently and efficiently to meet deadlines with minimum supervision.

Ability to maintain a professional appearance and office atmosphere.

Ability to provide and demonstrate excellent customer service and build rapport with constituents.

Ability to plan, prioritize tasks and meet deadlines while working on multiple tasks.

Proven interpersonal skills to provide support in a high-profile office with tact and diplomacy.

Proficiency with an integrated administrative system and current software programs.

Fundamental knowledge of data retrieval.

Ability to maintain professionalism while working with diverse groups and in various situations.

Strong organizational skills with the ability to handle multiple tasks.

Ability to be discrete in handling confidential matters, while complying with privacy regulations.

Ability to maintain an organized work space and filing system.

Knowledge of fundraising methods and ethics.

Self-motivated with the ability to think creatively.

Demonstrated administrative ability to plan and execute programs and activities to secure cooperation from individuals and organizations, and to coordinate the activities of such individuals and organizations.

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

MATHEMATICAL SKILLS

Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

PHYSICAL DEMANDS The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; talk or hear; and taste or smell. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently exposed to outside weather conditions. The noise level in the work environment is usually quiet. Available for evening, holiday, and weekend duties as required by the position and the department.

Signatures:

Employee's Signature/Date

Supervisor's Signature/Date