

United Theological Seminary of the Twin Cities
Director of Development Position Description

Summary:

The Director of Development is responsible for providing strategic direction and management of the Annual Giving Program for United Theological Seminary of the Twin Cities. This key position reports to the Vice President for Advancement and is responsible for overseeing and growing a dynamic annual fund program that sustains and increases general operating support and unrestricted revenue to advance United's mission. Major responsibilities include evaluating and expanding the current direct mail and online giving campaigns; planning, strategizing, and implementing best practices to acquire, renew and upgrade donors; building the monthly sustainers, individual giving programs (works in partnership with Director of Alum Relations regarding alum giving); and growing the pipeline of Annual Fund donors to expand the major gifts and planned giving base of support. In collaboration with the Vice President of Advancement, s/he will help develop new strategic initiatives to augment engaged donor philanthropy at all giving levels.

Key Responsibilities:

Direction and Management of Annual Giving Program

- Reporting to the Vice President for Advancement provides strategic vision for multi-faceted Annual Giving program, comprising Annual Fund, monthly sustainers, and individual annual giving.
- Directs and manages comprehensive fundraising program to elevate Annual Fund visibility and revenue performance across multi-channels, including direct mail, online giving, web presence, and social media.
- Oversees all aspects of the Annual Fund program, including acquisition, retention, and upgrade strategies.
- Provides strategic oversight for donor segmentation, demographics and criteria for all list creations in collaboration with the Donor Systems.
- Personally manages a portfolio of higher capacity annual fund donors and plan and execute strategies leading to significant increases in annual support.
- Designs and executes targeted outreach and stewardship strategies for key constituencies (e.g. friends, trustees, faculty/staff), including creation of mid-level giving society.
- Develops Annual Fund donor base as pipeline for major gift and planned giving programs.

- In collaboration with Donor Systems produces key performance reports to analyze appeal performance, donor behavior and trends, and revenue results with an eye on opportunities for increasing revenue and donor counts on an annual basis; adjusting strategies accordingly.

Qualifications:

Required Education/Degree: Bachelor's degree

Required Experience

Minimum of 5 years fundraising experience, including a minimum of three years in annual giving program using direct mail and email, and knowledge of stewardship best practices preferred.

- Development experience, and appeal writing, in a higher education environment is desirable.
- Required Skills (Specific learned activity gained through training (e.g. computer skills, keyboarding, presentation, etc.)
- Expertise in annual fund program management.
- Understanding of fundraising programs and the principles and practices of a development operation.
- Superb organizational skills with meticulous attention to detail and the ability to multitask.
- High degree of initiative and independent judgment.
- Excellent written and oral communication skills with strong proofreading ability.
- Demonstrated ability to prioritize work, meet deadlines and adapt to changing situations.
- Demonstrated ability to work independently, be self-directed and contribute as a member of a team.
- Ability to anticipate challenges and develop and implement strategies for addressing them.
- Highly developed interpersonal skills.
- Ability to work collaboratively as well as develop rapport with faculty, staff and all other constituents of the Seminary

- Computer proficiency required, using the Google Docs and the internet and social media.
- Proficiency in Raiser's Edge or other constituent relationship management database.
- Commitment to United Theological Seminary's mission and values.