



ST. FRANCIS COLLEGE

THE SMALL COLLEGE OF BIG DREAMS

Assistant Director for Annual Giving

St. Francis College, Brooklyn (the “College” or “SFC”) is embarking on an ambitious plan to revitalize the College even as it remains true to its core mission: private, independent, co-educational, urban college whose Franciscan and Catholic traditions underpin its commitment to academic excellence, spiritual and moral values, social responsibility, and life-long learning. As a College rooted in a commitment to radical hospitality, to character formation, to inter-faith dialogue, to creating conditions so that students will 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, the College is expanding its offerings, its services and the ways it engages in and beyond its campus. In short, it is an exciting time to join the St. Francis College Community.

Job Summary: Reporting to the Director of Engagement and Annual Giving, 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 Giving Tuesday and other “giving day” opportunities.
- Provides support on implementing Senior Class Gift and Current Student Gift efforts.
- Develops fundraising strategies targeting recent graduates.
- 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.
- Identifies, engages, solicits, and stewards 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.
- 1-3 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, and PowerPoint required.
- Knowledge of Raiser's Edge software preferred.
- Understanding and ability to work some late evenings and weekends, as necessary.
- Commitment to confidentiality, discretion, ethical standards, and professionalism.
- Ability to interact collaboratively and professionally with diverse groups.
- An appreciation and understanding of working in an inclusive, engaging and diverse college environment.
- Culturally sensitive, caring and friendly with a deep understanding and appreciation of a multi-cultural college community and the Franciscan traditions of St. Francis College.

About St. Francis College:

For over 150 years, the mission of St. Francis has been to provide an affordable, quality education to working class people who otherwise may not be able to attend college. We educate the whole person for a full, relational life, developing the students' talents and abilities for meaningful, fulfilling careers, as well as for collaborative, service-oriented leadership. The College strives to offer ample opportunities for students to immerse themselves in the intellectual, cultural and professional opportunities afforded by New York City and to serve the needs of the local community in which they live and study. Our location in Brooklyn Heights provides a confluence of cultures and religious beliefs, mirroring our commitment to maintain and celebrate our diverse student body.

St. Francis College is a private, independent, co-educational, urban college whose Franciscan and Catholic traditions underpin its commitment to academic excellence, spiritual and moral values, physical fitness, social responsibility, and life-long learning. We educate the whole person for a full, relational life, developing the students' talents and abilities to form confident alumni well prepared for graduate study, for meaningful, fulfilling careers, as well as for collaborative, service-oriented leadership.

St. Francis College is strongly committed to diversity and inclusion on our campus and all qualified applicants will receive consideration without regard to age, race, creed, color, national origin, sexual orientation, gender identity or expression, military status, sex, disability, predisposing genetic characteristics, familial status, marital status, status as a victim of domestic violence or any other characteristic protected by law. We are an Affirmative Action, Equal Opportunity employer and we are committed to increasing the diversity of our faculty, staff, students, and the curriculum. Qualified candidates of diverse backgrounds are therefore encouraged to apply.

Interested applicants can apply by clicking [here](#).