

## Executive Director of Annual Alumni and Planned Giving

**Department:** External Relations  
**Position Code:** SSER0014  
**Closing Date:** 12/2/2018  
**Salary:** \$90,000 - \$110,000

### **Background**

**check:** Background check may be required

**Description:** The Executive Director of Annual Alumni and Planned Giving (ED) is responsible for the development, management, and integration of programs that engage donors and alumni in creative and relevant ways. This newly created position will report to the Assistant Vice Chancellor and be part of the Office of External Relations (ER) leadership team. This position is responsible for increasing revenue by 10%+ each year as part of the University's fundraising plan to increase total revenue to an average of \$20,000,000 in 10 years.

The Executive Director of Annual Alumni and Planned Giving supervises the unit; assesses staffing needs to grow the department as annual revenue increases and staff demands exceed capacity. The ED plays a pivotal role in growing annual and alumni giving and creating and leading a unified, new strategy and outreach effort to create and sustain commitment and engagement among UC Merced's friends and supporters, including alumni.

The ED will be tasked with building a program based in best practices in the field and utilizing a market informed approach to annual giving and alumni relations. Responsible for creating a planned giving program, in collaboration with the ED of Major and Institutional Giving, including a suite of materials to support planned giving requests and commitments.

### KEY RESPONSIBILITIES

1. Management and Strategy. Design, lead, and direct the development of annual goals and objectives, operating plans and budgets, staffing, and volunteer management plans for annual, alumni and planned giving programs. The ED will develop measurable and applied metrics for success, maintaining an ongoing evaluation and reporting system for annual giving, special and planned giving and alumni activities.

- In collaboration with External Relations staff, this position will oversee the execution of a robust direct marketing program that will leverage the integration of alumni relations and annual giving programming.
  - Work with the marketing and public relations staff to develop a marketing and strategic communications plan for engaging a broad array of alumni, parents, past-parents and campus community in key activities through the incorporation of social media and social media marketing and leverage this form of media to advance annual fund goals, where appropriate and impactful.
  - Conduct annual performance reviews for each staff member and work with his/her directors on their performance review processes.
  - Take strategic, organized, and goal-oriented initiative, collaborate, and manage complex fundraising projects
2. Annual Fund Leadership. Assist in the identification and cultivation of alumni, parent, past-parent and campus community constituencies and have his/her own portfolio of donors, including planned gift prospects. [The ED will coach and mentor annual fund officers and ensure measurable goals for visits and gift requests are implemented and consistently communicated.]
- Responsible for the creation, implementation and strategic direction of The UC Merced Fund in an effort to dramatically increase annual support for the university (unrestricted and restricted), especially to increase the overall number of donors.
  - Build giving metrics and infrastructure into UC Merced's traditional programs such as Homecoming/Family Weekend, Giving Tuesday and Bobcat Day, as well as regional and affinity programs.
  - Work with key campus partners to enhance the culture of philanthropy and expand staff and faculty giving as well as the senior class giving campaign. With the assistance of marketing and public relations staff, the ED will coordinate direct mail, social media marketing, email communications, and newsletters to distinct constituencies.
3. Alumni Relations Leadership. Leverage alumni engagement programming into the University's strategy for annual giving and overall development goals.

- Working with special events, lead the alumni team to create a schedule of alumni programs and activities that promote engagement with alumni locally, statewide and nationally.
  - Work directly with the Center for Career Development to plan and execute an alumni engagement strategy.
  - Expand the appeal to reach parents of alumni (past parents) and, possibly, grandparents of alumni.
4. **Campus Leadership.** Work closely and collaboratively with colleagues in the Office of External Relations and with programs in other offices such as the Office of the Provost, Admissions, Athletics, Student Affairs, and the three (soon to be four) academic schools to ensure the integration of alumni and annual supporters into campus programs.

Leverage new ideas and research outside higher education to enhance and improve UC Merced's annual, alumni and planned giving programs.

**Qualifications:**

- Bachelor's degree in Marketing, Public Relations, Communications or related area and five years of progressively responsible related experience or higher with minimum of 7 years of experience in donor relations within higher education. – Required
- Advanced degree in related area and a minimum of seven years in donor relations in Higher Education. – Preferred

**REQUIRED KNOWLEDGE AND SKILLS**

- Exceptional communication, interpersonal skills and the ability to establish and develop long-term relationships with alumni, donors, internal and external constituencies.
- Superior organizational skills and attention to detail.
- Experience managing a portfolio of annual donors, closing small gifts as well as a demonstrated ability to collaborate with major and leadership gift teams to move people up the giving ladder.
- Experience with alumni relations and ability to create a sustainable and growing program from a young alumni base.

- Experience with planned giving programs and donors.
- Ability to work well both independently and collaboratively with other team members and colleagues across campuses, prioritizing time, and managing multiple projects, priorities and deadlines.
- Supervisory experience, particularly with developing a staff of young talent; ability to motivate and support team members.
- Familiarity with development software, database applications and Microsoft Office.

Must be able to travel and work nights and evenings as needed.

**To Apply:** Please complete a UC Merced [application](#) and email along with resume and cover letter to [ucmcareers@ucmerced.edu](mailto:ucmcareers@ucmerced.edu). Please indicate in the subject line of your email the Position Title and Position Number you are applying for. For questions regarding how to apply please email [ucmcareers@ucmerced.edu](mailto:ucmcareers@ucmerced.edu) or call 209-228-8247.

If you do not have internet access you may mail your application, resume, and cover letter to: University of California, Merced, 5200 North Lake Rd., Merced CA 95343. Please list the job number on the subject line and email to [UCMcareers@ucmerced.edu](mailto:UCMcareers@ucmerced.edu)

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, age or protected veteran status.

For the complete University of California nondiscrimination and affirmative action policy see: <http://policy.ucop.edu/doc/4000376/NondiscrimAffirmAct>.

As of January 1, 2014 the University of California, Merced will be a smoke and tobacco free workplace. Information and the Smoke and Tobacco Free policy is available at

<http://smokefree.ucmerced.edu>

**E-Verify:** Effective September 8, 2009, all employers who receive Federal contracts and grants are required to comply with E-Verify, an Internet-based system operated by the Department of Homeland Security (DHS) in partnership with the Social Security Administration (SSA). E-Verify electronically verifies employment eligibility by comparing information provided on the I-9 form to records in the DHS and SSA databases. Certain positions funded by federal contracts/subcontracts requires UC Merced to notify job applicants that an E-Verify check will be conducted and the successful candidate must pass the E-Verify check.

[More Information](#)

For information on the comprehensive benefits package offered by the University of California visit:

<http://ucnet.universityofcalifornia.edu/compensation-and-benefits/>