



**JOB TITLE:** Director of Donor Development  
**DEPARTMENT:** Advancement  
**SUPERVISOR:** Senior Director of University Advancement  
**FSLA STATUS:** Exempt

**MAJOR PURPOSE:**

The Director of Donor Development implements, executes and evaluates the annual fund and donor/alumni/parent relations campaign. Responsible for managing a portfolio of leadership and major donors as well as the University's donor relations and annual giving campaign efforts, in order to raise consistent and annual contribution to the Jessup Fund and additional WJU fund allocations. Due to the importance of departmental interaction and team unity, this position requires attendance in person/on campus at least 50% of the time. Off campus work subject to approval of supervisor

**PERFORMANCE MEASUREMENTS**

1. Provides management and ongoing development of a robust donor relations and annual fund strategy crossing all levels of the donor pyramid.
2. Curates and develops Jessup's premier giving societies; President's Circle, Jessup Faithful and Stilgebouer Legacy Society. Additionally, prepares the successful launch of future societies such as Refined Women and Jessup for the Arts.
3. Through the lens of Donor Relations, the DDD implements and executes recognition and engagement opportunities that promote a positive donor experience.
4. Under the leadership of the Senior Director of University Advancement, develop a master strategy for all annual fund and donor relations activities and efforts.
5. Manage and direct all fundraising efforts, appeals (i.e., Give:24, phonathon, fundraising letters, crowdfunding appeals, special project campaign appeals and Jessup Gala, President's Dinner) to donors, and create special donor cultivation opportunities.
6. Provide oversight of all immediate-use and endowed donor-designated scholarships.
7. Provide managerial oversight to the Alumni and Parent Director, Donor Relations Officer and Advancement Communications Officer.
8. Manages advancement engagement activities such as President's Dinner, Jessup Gala, Senior Family Dinner, President's Circle functions and other exclusive cultivation, solicitation and stewardship functions.
9. Cultivate and nurture relationships with all current and prospective donor types: individuals, corporations, businesses, and foundations.
10. Personally manage a portfolio of donors with the purpose to identify, qualify, cultivate, solicit and steward leadership, major and planned giving donors (40-60 households, businesses and/or foundations).
11. Develop, maintain and grow the donor base; manage the annual fund campaign, while cultivating leadership and major giving.
12. In collaboration with the Senior Director of University Advancement, manage the advancement services products and outputs that positively impact donor relations, cultivation and stewardship.
13. Participate and manage WJU presence in community organization, business groups and clubs for networking and University exposure (i.e., membership with the Roseville, Rocklin

Chamber of Commerce). Use this involvement and relationships for matching gifts, alumni benefits members, individual sponsorships and annual campaign donors.

14. Establish short and long-range goals for unrestricted funding sources and enlist support from members of institution staff.
15. Ensure donor retention levels are maintained and underpinned by exceptional donor stewardship, compliance and regulatory oversight.
16. Broaden “new donors/grow donors” according to predetermined goals by focusing on creative events, programs, personal meetings, social media, direct mail, phone calls and phone-a-thons.
17. Chair “Friends and Neighbors Inspired” committee, and work with the committee leadership to build a planned gifts and estate program, process and strategy.
18. Other duties as assigned by the Senior Director of University Advancement.

## **QUALIFICATIONS**

### **EDUCATION/CERTIFICATIONS:**

- Bachelor’s degree required
- Master’s degree preferred

### **REQUIRED KNOWLEDGE/EXPERIENCE:**

- A proven fundraising track record, as well as possible history in finance, sales, and/or marketing
- Demonstrated history of securing major gifts over three or more years while contributing to organizational growth
- Detailed and in-depth knowledge of fundraising, its impact and tax-laws associated
- **Knowledge of planned giving techniques and vehicles**
- Comfort in researching and analyzing large groups of data to uncover prospects
- Excellent verbal and written communication aptitude

### **SKILLS/ABILITIES:**

- Active and growing Christian faith
- Ability to determine how best to develop and maintain effective relationships with donors and determine when and how a prospective donor can be successfully solicited for a gift
- Capable of mobilizing and motivating volunteers and/or student workers
- Demonstrated ability to understand the needs and interests of donors in order to develop or strengthen relationships with the University
- Ability to participate in all aspects of the giving cycle
- Must be able and willing travel and work irregular hours as needed
- Requires proficient computer, database, technology and social media skills
- Possess excellent verbal and written communication skills and professional demeanor
- Work well in a team environment and be able to accept input as well as supervisory guidance
- Must be a self-starter who regularly sets and achieves activity and results-driven goals
- Capable of handling numerous tasks at once while meeting deadlines
- Priority must be given to direct contact with donors

### **WORKING ENVIRONMENT:**

The employee agrees to promote the values and mission of WJU as a private Christ-centered University and live a life consistent with biblical principles. The employee shall conduct himself/herself in a manner consistent with the Community Covenant and Statement of Faith. Additionally, the employee

may play a formative role in the spiritual lives of students in a manner consistent with the Community Covenant and Statement of Faith. This may include leading devotions and/or spiritual formation groups and seeking other opportunities consistent with a biblical spiritual formation role.

**WORKING CONDITIONS:**

The employee is regularly in a typical office environment with adequate light and moderate noise levels. No hazardous or significantly unpleasant conditions. Air-conditioned buildings; tile, concrete and carpeted floors; adjustable workstation with ergonomic keyboard is provided.

**PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION:**

While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 40 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description is intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that if I have any physical limitations or require any reasonable accommodations in order to perform my job, I must immediately inform administration.

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Employee Signature

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Date