

Duke University School of Nursing

Job Description

HR Title: Development Officer II

Working Title: Director of Annual Giving and the Bessie Baker Society

Job Code: 1889

Job Level: 14

Updated: 09/16/2022

Occupational Summary

The Director of Annual Giving and the Bessie Baker Society (BBS) is responsible for directing and managing the School of Nursing (SON) Annual Fund and leadership annual giving (LAG) program to increase philanthropic support for the School. This position is additionally responsible for building the major gift prospect pipeline for SON by qualifying and referring prospects and volunteers to SON development colleagues. The individual in this position will also work collaboratively to initiate and assist with activities to develop and implement individual cultivation, solicitation and stewardship strategies and actions aligned with institutional priorities, with particular focus on Annual Fund gifts and identification of potential new major gift prospects. Management of all aspects of the Bessie Baker Society is a responsibility of this position.

Supervisor

This position reports to the Associate Dean of Development and Alumni Affairs, Duke University School of Nursing.

Essential Duties

Fundraising: 80%

- Oversee comprehensive SON Annual Fund program, implementing innovative fundraising strategies and collaborating appropriately with Duke Annual Fund and Duke Health Development and Alumni Affairs (DHDA) in order to significantly increase support for the School.
- Develop and implement goals and strategies to increase the number of donors and dollars raised, meeting or exceeding annual goals. Establish and maintain systems to track and evaluate success of leadership annual giving.
- Develop and manage portfolio of 100-150 leadership annual giving donors; develop and implement system to identify, track and refer discovery prospects.
- Review donors and rated alumni and conduct preliminary research to identify potential LAG prospects for personal portfolio; make face-to-face visits with donors and potential donors to qualify as major gift or LAG prospects and make direct Annual Fund solicitations, typically at the special gift level, \$1K-\$24,999; make high impact qualification calls using virtual means for prospects located outside assigned geographic areas.
- Develop and maintain cultivation, solicitation and stewardship communications with prospects to cultivate their interest and participation in SON annual fundraising programs.
- Manage and coordinate online giving and Annual Fund and Bessie Baker Society content development on the SON development website.
- Develop and manage Annual Fund solicitations and special fund projects through various solicitation vehicles including digital and print communications.
- Oversee design and refresh of prints and digital annual giving fundraising, BBS, and stewardship materials, write compelling appeals and analyze data-driven strategies to solicit funds from alumni, friends, faculty/staff, volunteer boards, and students.
- Enter all prospect and donor moves and contact reports into DADD in a timely manner.
- Create a stewardship plan and manage all annual fund and Bessie Baker Society acknowledgements.

Program Management: 20%

- Coordinate information and data from the Development and Alumni Affairs Database (DADD) for solicitation mailings, research, and development travel; create development reports as needed.
- Provide and monitor visit follow-up and stewardship action for SON donors through appropriate correspondence and coordination of tailored reports and stewardship presentations.
- Coordinate with appropriate staff members as needed to assist with the development of documents and collateral materials that seek financial support from alumni and friends.
- Assist with preparation of short bios, briefings and other information for DUSON regional donor events and visits as needed and as requested.
- Perform other related duties incidental to the work described herein.

Education

Bachelor's degree

Experience

Work requires five (5) years of fundraising experience in a complex organization, preferably in higher education with a proven track record in alumni affairs, annual fund, or donor relations. Must be organized, detail oriented, have strong analytical skills and demonstrated ability to use software applications, databases, and networked informational systems.

Or an equivalent combination of relevant education and/or experience.

Skills

- Proven success in securing annual, special, and/or major gifts with preference for experience in managing a comprehensive annual giving program.
- Demonstrated ability to handle multiple, complex fundraising activities simultaneously.
- Excellent project management skills.
- Excellent written and verbal communication skills and the ability to communicate effectively with a diverse group of individuals in a diplomatic and professional manner.
- Experience in digital and social media communications and marketing
- Ability to be flexible in working independently as well as collaboratively with senior-level management and others to achieve defined goals.
- Possess the traits of good judgment and discretion in communicating with colleagues and constituents.
- Initiative to organize and follow through with complex tasks to consistently produce high quality results and meet deadlines.
- Strategic, creative thinker driven to develop novel ways to build an annual giving program, informed by giving trends and other data.
- An authentic appreciation for the importance of higher education and research conducted at a top-ranked university.
- Demonstrated ability to thrive and succeed in a culture that is results-oriented and fast paced.
- Consensus building skills, collegiality and the agility necessary to build relationships across multiple constituencies.
- Resourcefulness in analyzing situations, finding and recommending appropriate and sometimes bold solutions to problems; initiative in presenting alternatives and implementing solutions.
- Ability to analyze and prioritize.