Institutional Advancement
Assistant Director of the Oxy Annual Fund

Summary
As part of the College’s Alumni and Parent Engagement team, this position will report to the Director of the Oxy Annual Fund and will work closely with the entire Institutional Advancement team on annual fund programming. In addition to routine Annual Fund responsibilities, this position will focus on the Telefund program, mail and email appeals and the faculty and staff giving campaign.

The Assistant Director must possess exceptional interpersonal skills, have an ability to interface professionally with alumni, parents, administration, faculty and students, and have the ability to effectively communicate the vision of the College.

The successful candidate possesses excellent goal-oriented management skills and effectively leads and motivates student employees and volunteers. Superior organizational skills and the ability to work independently with minimal direction are required.

The mission of the departmental units of Alumni and Parent Engagement is to provide our constituents with exceptional service and a positive interaction with the College – to tell the Oxy story, engage the individual, share the needs and raise the resources. This position plays a vital role in ensuring our mission is achieved.

Essential Functions

Telefund Program (75%)
Manages all aspects of the student Telefund program, including:

Recruit, interview, train and provide performance assessments to team of 30+ student callers, assistant managers and managers. Assistant Director will supervise nightly calling Sunday through Thursday and during strategically placed sessions outside of the regular schedule.

Participate in the development of goals, strategic segmentation plans and calling pool assignments.

Keeps statistical data reporting of all calling activity and with the Director evaluates efficacy of the calling program and makes appropriate adjustments when necessary.

Develop scripts based on Annual Fund strategy and constituent segments, and trains callers to effectively communicate messages in scripts.
Partner with internal and external constituents to ensure the viability of data and maintain thorough knowledge of calling program software and industry best practices.

Directly responsible for achieving pledge fulfillment goals through monthly pledge reminder mailings, pledge confirmation emails and personal outreach.

Invite key College leaders and volunteers to Telefund training sessions and maintain close communication with Occidental communications and marketing staff to ensure student callers are provided with accurate and timely information.

Other Responsibilities (25%)

In partnership with the Director, provide strategic oversight of the direct mail and email solicitation program. This includes message segmentation, management of solicitation schedule and the request and review of data.

Solicit leadership society level gifts by phone and in person, particularly at the $1,000+ level, and record results in the database.

Design and implement annual Faculty and Staff Giving campaign; including the recruitment of committee chairs and members, collaboration with IA partners for personal outreach and development of campaign messaging and materials. Assistant Director will also evaluate giving patterns, establish goals, analyze and evaluate campaign efforts and oversee all stewardship activities in coordination with campaign co-chairs.

Knowledge/Experience Requirements

- Bachelor’s degree.
- Experience working in higher education development, preferred.
- Excellent oral and written communications skills.
- Outstanding work organization and time management skills.
- Demonstrated ability to effectively motivate, train and support staff and volunteers; supervisory experience preferred.
- Ability to work effectively in a team environment—with a mix of faculty, parents, alumni and staff colleagues. Excellent interpersonal skills.
- Experience working with RuffaloCODY’s CAMPUSCALL software strongly preferred.
- Must be willing to work flexible hours (regular evenings and weekends required).

To apply, submit a resume and cover letter to: resumes@oxy.edu