ASSOCIATE DIRECTOR OF THE OXY FUND, CLASS GIVING

Institutional Advancement

Summary

The Associate Director of the Oxy Fund for Class Giving will report directly to the Director of the Oxy Fund and will work closely with the entire Individual Giving team within Institutional Advancement. This position will oversee the continued growth and development of Oxy’s reunion giving program, which will include management of each milestone reunion giving committee (5th through 50th). As the point person for all reunion giving efforts, the Assoc. Director will recruit, train, and solicit reunion volunteer giving committees, focusing on multi-year commitments. This position will help plan, manage and execute Oxy’s annual giving day: the Day For Oxy. This includes soliciting challenge gifts, recruiting peer-to-peer advocates, and developing strategic partnerships with staff/faculty, affinity groups, reunion classes, and other key volunteer groups.

The Associate Director will also continue to build and manage the Oxy Fund Council Executive Committee (OFCEC), which includes leaders from the following volunteer cohorts: Parents Council, GOLD Committee, Tiger Club Board, Reunion Giving Committees, and more. The Associate Director will focus on all overarching programming, fundraising solicitation strategies, and stewardship activities related to OFCEC.

Essential Functions

Reunion and Class Giving Campaigns (40%)

- Plan and implement all strategic fundraising initiatives related to Alumni Reunion Weekend fundraising efforts. Ensure such efforts are consistent with Oxy Fund, Advancement, and Campaign goals.
- Recruit, manage, solicit, and steward each milestone reunion giving committee. Develop motivational fundraising campaigns that are powered by volunteers and guided by IA staff.
- Develop customized appeals for each committee throughout the fiscal year, and coordinate all types of fundraising communications including peer-to-peer outreach, class emails and letters, and phone calls.
- Work with Oxy Fund and Individual Giving colleagues to identify key prospects for volunteer leadership positions, and develop strategies around prospect engagement and cultivation in a leadership volunteer capacity.
- Work with all Reunion Giving and Planning Committees in partnership with the Associate Director of Alumni & Parent Engagement.
- Manage all philanthropic elements of Alumni Reunion Weekend including the Oxy Fund Lounge, marketing materials, and volunteer talking points.
● Employ a system of metrics to determine effectiveness of reunion campaign strategies, and measure success year over year. Prepare and distribute reports on a regular basis to update volunteers and staff on results of fundraising activities.

● Solicit reunion giving volunteers and other members of reunioning classes for leadership ($1,000) level gifts through in-person visits, phone conversations, and email exchanges. Solicitations should be focused on multi-year gifts as a way to raise philanthropic sights.

● Partner with Advancement Services staff to develop datasets that support class giving goal-setting, historical data analysis, and committee prospecting. Disseminate this information to reunion giving committees as appropriate.

● Act as primary contact within the IA team for all class giving initiatives, helping to set and track goals, provide volunteer leaders with support needed to meet fundraising goals, and oversee volunteer and donor stewardship in partnership with Donor Relations and Stewardship staff.

**Volunteer Program Management (25%)**

● In partnership with the Director of The Oxy Fund, continue to grow and manage the Oxy Fund Council Executive Committee (OFCEC), cultivating and stewarding current members, recruiting new members, and guiding strategy around volunteer peer-to-peer fundraising efforts.

● Manage Oxy Fund colleagues who serve as liaisons to each committee, to ensure a cohesive strategy across all committees with the overarching goal of securing unrestricted dollars and donors for the College.

● Work with Gift Officers to identify key prospects for volunteer leadership positions, and develop strategies around prospect engagement and cultivation in a leadership volunteer capacity.

● Plan and execute annual volunteer trainings, most predominantly Volunteer Leadership Conferences (twice a year).

● Work closely with the Institutional Advancement Campaign Team to weave Campaign elements throughout the volunteer program.

● Set up and implement Blackbaud volunteer module to better facilitate volunteer outreach, track results, and collect data around outreach efforts.

● Maintain a comprehensive reporting structure to measure growth within the volunteer cohorts and measure the success of the overall Oxy Fund volunteer program. Partner with the Director of the Oxy Fund to ensure that goals and metrics align with overall Oxy Fund and Campaign goals/priorities.

● Manage annual volunteer thank you project, ensuring that all IA-managed volunteers are properly thanked and stewarded.

**Day For Oxy and Affinity Fundraising (30%)**

● In close partnership with the Director of the Oxy Fund and in collaboration with Marketing and Communications and Engagement Communications, manage the entire scope of Day For Oxy initiatives.

● Oversee volunteer-led fundraising drives for unrestricted designations, including related appeals, volunteer committees, and solicitations, to ensure that the financial threshold is secured.

● Support all annual Oxy Fund appeals by helping to secure signatories and develop content.

**Additional duties as assigned (5%)**

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**Knowledge/Experience Requirements**

● Bachelor’s degree.

● 3-5 years of related development / fundraising experience.

● The following qualifications are strongly preferred:

  ○ Demonstrated ability to effectively manage, train, coach and motivate volunteers.
○ Experience managing multi-layered projects from start to finish.
○ Professional experience in a higher education setting, overseeing class giving, and/or managing a day of giving.
○ Proficient in Google Workspace, Microsoft Office Suite, especially Google Sheets and Excel.
○ Excellent oral and written communication skills.
○ Exceptional interpersonal skills.
○ Experience in personally soliciting gifts.
● Ability to work effectively in a team environment—with a mix of faculty, parents, alumni and staff colleagues.
● Outstanding work organization and time management skills.
● Willingness to work evenings and weekends, and travel.

APPLICATION INSTRUCTIONS

Please submit a resume and cover letter explaining how your qualifications meet the requirements of the position to inassar@oxy.edu and resumes@oxy.edu.

Additional Information

Occidental is an Equal Opportunity Employer and does not unlawfully discriminate against employees or applicants on the basis of race, color, religion, sex, sexual orientation, gender identity, gender expression, pregnancy, breastfeeding or related medical condition, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, genetic characteristic or information, military and veteran status, or any other characteristic protected by state or federal law. Occidental is strongly committed to increasing the diversity of the campus community and the curriculum, and to fostering an inclusive, equitable, and just environment within which students, staff, administrators, and faculty thrive. Candidates who can contribute to this goal through their work are encouraged to identify their strengths and experiences in this area. Individuals advancing the College’s strategic equity and justice goals and those from groups whose underrepresentation in the field are particularly encouraged to apply.

Salary is commensurate with experience and qualifications. A comprehensive benefits package is available that includes: excellent health, dental, life, and retirement benefits; tuition benefits for the employee, spouse, domestic partner, and dependents; additional extras including use of gym facilities and the College Library. For a detailed description of benefits, please visit https://www.oxy.edu/offices-services/humanresources/benefits-information.

All qualified applicants will be considered for employment, including those with criminal histories, in a manner consistent with the requirements of applicable state and local laws, including the City of Los Angeles’ Fair Chance Initiative for Hiring Ordinance.

Occidental College is committed to working with and providing reasonable accommodations to applicants with qualifying disabilities. If you need a reasonable accommodation because of a disability for any part of the application or employment process, please contact Human Resources (hr@oxy.edu).

As a condition of hire for a staff position and for appointment to a faculty position, Occidental College requires that all candidates who have received a conditional offer of employment complete an application

Rev. August 26, 2021
form (if they have not already done so) and consent to a background check. Satisfactory completion of a background check, along with pre-employment verifications and references are required as a condition of employment, but only as permitted by federal, state, and local law, including the City of Los Angeles Fair Chance Initiative for Hiring Ordinance.