ASSISTANT/ASSOCIATE DIRECTOR OF THE OXY FUND, LEADERSHIP GIVING

Institutional Advancement

Summary

The Assistant/Associate Director of the Oxy Fund, Leadership Giving, will report to the Director of the Oxy Fund and work closely with the entire Development team. In addition to routine annual giving responsibilities, this external-facing fundraising position is responsible for soliciting leadership-level gifts ($1,000+) for the Oxy Fund, with heavy focus on Oxy's east coast constituents. This driven, goal oriented individual will concentrate efforts on the acquisition, renewal and upgrade of leadership-level gifts thus raising more financial support for Occidental each year, and strengthening the base of future major gift donors.

This position will manage a young alumni fundraising strategy with the goal of driving participation and creating life-long engagement. The Associate Director will serve as the point person for all strategic elements including young alumni fundraising events, solicitations, and stewardship touch points, including the GOLD Scholars program.

Essential Functions

Leadership Giving (50%)

• Actively qualify a pool of rated prospects located on the East Coast and in the greater Los Angeles area, with an emphasis on securing unrestricted support for the College at or above the leadership level ($1,000).

• Complete 10 substantive contacts per month, with the purpose of qualifying prospects for the Oxy Fund, Planned Giving, Major Gifts, the Campaign, etc... Identify new prospects and solicit for the Oxy Fund, to build the pipeline of major gifts donors.

• Document all personal visits and appropriate phone and email contacts in the database. Ensure all next steps, pledges and recommended actions are recorded and follow-up on appropriately.

• Track and measure progress based on established goals, and report on Leadership Gift Officer metrics throughout the fiscal year.

Young Alumni Program Management (45%)

• Manage a Young Alumni (YA) engagement strategy that encourages young alumni (Class of 2018 - Class of 2000) to support Occidental College. This strategy will have a special focus on boosting
giving participation through a number of channels including recurring gifts, multi-year pledges, and stewardship via the McMenamin Society, as well as the following programmatic elements:

- Manage a portfolio of young alumni who have been identified as having giving potential. Conduct discovery and cultivation visits to determine best strategy to deepen their relationships with Oxy. Educate prospects about philanthropy and the importance of staying involved with the Oxy community.
- Lead the 5 year reunion campaign including the recruitment and management of the giving and planning committees, creation of class giving goals (both dollar and participation goals), building attendance, and overall enthusiasm for Reunion Weekend.
- Serve as liaison to the GOLD Committee of the Oxy Fund Council. Support the GOLD Co-chairs, GOLD Committee members, and all Committee needs. Facilitate Committee meetings, peer to peer outreach, and advise GOLD leaders with respect to their leadership roles.
- Manage the GOLD Scholars Program, including all appeals, marketing, and communications.
- Draft and execute YA-specific appeals utilizing all channels including print, email, phone and social media. Partner with Marketing and Communications to maximize use of all social media platforms, and increase visibility of Oxy philanthropy.
- In partnership with Alumni and Parent Engagement, organize YA events that are relatable, accessible, and educational for a younger cohort.

Additional Duties (5%)

**Knowledge/Experience Requirements**

- Bachelor's degree with two or more years of experience in development, or equivalent. Higher education development experience is preferred.
- Knowledge of the principles and practices of development and fundraising with an understanding of individual giving programs, such as direct mail, Telefund and personal solicitation programs is preferred.
- Excellent oral and written communications skills, with demonstrated experience in personally soliciting gifts. Experience in initiating and securing a high volume of development visits is preferred.
- Outstanding initiative, work organization and time management skills.
- Ability to work frequent evenings and weekends; travel up to 75% of the time.
- Ability to work effectively in a team environment with a mix of faculty, parents, alumni and staff colleagues.
- Excellent interpersonal skills.
- Knowledge of modern data management practices and techniques, including models of analysis that lead to effective decision making on behalf of the program.
- Knowledge of Excel and CRM database management systems preferred.

To apply, please submit a resume and cover letter to ehersh@oxy.edu and resumes@oxy.edu
Satisfactory completion of a background check is 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. We will consider for employment all qualified Applicants, 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.

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