Summary

The Senior Director of the Oxy Fund reports to the Associate Vice President for Individual Giving, and is responsible for developing and implementing a comprehensive annual giving program which prioritizes sustainable, donor-centered philanthropy, leadership giving, and major gift pipeline development. The Senior Director of the Oxy Fund oversees a team of fundraising professionals who are currently generating in excess of $4.6 million a year, toward an aggressive Oxy Fund campaign goal of $35 million by the conclusion of the Oxy Campaign For Good. The Oxy Fund is a vital component of the College’s annual revenue stream, providing unrestricted support that is budgeted for on an annual basis.

Essential Functions

Program Management 30%

- The Senior Director is responsible for the broad operational oversight of the Oxy Fund program, along with implementation of strategy, which includes setting and meeting all goals, implementation of a strategic vision for the Oxy Fund as it applies to these programs, management, hiring and training of a dynamic fundraising staff, supporting Oxy Fund council volunteers, setting and monitoring budgets, implementing systems, procedures and practices for the most effective collaboration between staff in Institutional Advancement.

- The Senior Director will develop, execute, and manage a comprehensive Oxy Fund program, including the development of a coordinated matrix of communication and solicitation strategies involving e-mail, direct mail, phone, personal solicitation, and volunteer management, all focused on shaping a sustainable tradition of annual support from alumni, friends, parents, and students.

- The Senior Director of the Oxy Fund supervises a team of exceptional fundraisers for high performance, retention, and enjoyment of their work. The Senior Director will utilize best-practice performance management strategies, including weekly individual and team meetings, regular performance conversations, biannual performance reviews, and multi-year professional development plans for all employees. The Senior Director will hire and train staff as appropriate by being versed in all aspects of an annual giving program and the work of volunteer management, personal solicitation, and broad-based campaigns.
• The Senior Director of the Oxy Fund conducts analysis of short- and long-term giving trends and patterns and utilizes attitudinal, behavioral, and demographic data to understand the Occidental College's various audiences, and inform the Oxy Fund strategy.

• Evaluate budgets, policies and procedures. Monitor, evaluate and manage the appropriate activities for various populations -- such as volunteer recruitment, committee assignments, personal solicitation, and visits.

• Develop appropriate elements and formats for regular, routine reporting on the Oxy Annual Fund performance for a broad array of internal and external constituencies. Provide effective reporting and analysis to the supervisor for use in management decision-making.

• Maintain close effective working relationships with various offices within the College (e.g.: Career Services, Admissions, Registrar) and with all offices related to Institutional Advancement. Work with these groups to develop and meet measurable goals for membership, committee activities, events, and an annual work plan.

Communications 30%

• The Senior Director will plan, implement, and manage the solicitation channels of direct mail, email, phone, and social media from concept to delivery, incorporating segmentation strategy, managing the print process, and analyzing results to inform revised/future strategy.

• Create a solicitation strategy that inspires, motivates, and reminds all prospects to make an annual gift to Occidental College.

• Work closely with partners in IA Communications, as well as the Office of Marketing and Communications, to ensure consistent messaging and branding across all communications. Produce communications for en masse audiences as well as specialized audiences that are consistent with Campaign branding and strategy.

• Plan, build, and execute a Day of Giving using the Give Campus platform, to engage a large audience of alumni, parents, and friends, with a goal of increasing participation, as well as unrestricted support. Lead a sub-campaign for Tiger Club athletics on the Day of Giving.

Volunteer Management and Support (20%)

• Embrace the mantra of “volunteer led and staff driven” by providing proactive leadership to volunteer efforts in working as a cohesive team, as well as individual volunteer programs towards meeting Oxy Fund goals. Plan, coordinate, supervise and implement the various volunteer activities to reach fundraising goals and objectives, and ensure the committees reach their full potential. This includes: evaluation of giving patterns and establishing goals; overseeing the volunteer input into direct mail, e-mail and Telefund; identification, recruitment, training and support of volunteers; analysis and evaluation of volunteers efforts; personally contacting volunteers and asking for lead gifts in the campaign at leadership levels as appropriate.

• Oversee the Oxy Fund Council Executive Committee (OFCEC), comprised of the Co-chairs of the Oxy Fund, and Vice-chairs of the following committees: Parents Council, Leadership Giving, Tiger Club, GOLD (Graduates of the Last Decade), Reunion Giving, McMenamin Loyalty, and Legacy Giving. Recruit and train OFCEC volunteers to be the philanthropic ambassadors for Oxy to their respective constituent groups, encouraging their peers to make leadership gifts. Senior Director will partner with the OFCEC co-chairs to plan and execute two annual OFCEC meetings, as well as intermittent conference calls.
 Partner with the Associate Director of the Oxy Fund, Class Giving, to promote Reunion Giving as a philanthropic focal point for individual and class giving during milestone reunions. Build committees of alumni volunteers lead the effort to establish dollar and donor fundraising goals, and build attendance and enthusiasm for Alumni Reunion Weekend. Promote multi-year commitments as a way to elevate philanthropic sites among reunioning alumni.

 Oversee the recruitment and training strategies for increasing the number of volunteers who are soliciting for giving society level gifts, including coordination of the solicitation of Board of Trustee members for their annual fund support. Ensure that these goals and objectives are well articulated to other areas in Institutional Advancement, and are compatible with the goals and objectives of related program areas.

 Oversee the volunteer efforts of the following Oxy Fund volunteer committee programs, which includes: identifying and recruiting members, providing them with strategy and support, meeting with them regularly either by phone or in person, providing regular updates, ensuring proper recognition, and asking them for their annual gifts:

- Oxy Fund Council Executive Committee
- Leadership Giving Society
- Parents Council
- Legacy Giving Society
- McMenamin Loyalty Society
- Tiger Club Athletics
- GOLD (Graduates of the Last Decade) Committee

 Oversee fundraising for several affinity philanthropy efforts, specifically, the Jose J. Silva Memorial Scholarship, Asian Pacific Islander Scholarship, '87 Memorial Scholarship, Boesche Society, and Oxy football.

**Personal Solicitations (15%)**

- Qualify, cultivate, solicit, and steward a modest pool of high-capacity prospects for gifts to the Oxy Fund. Develop and execute strategy to maximize philanthropic engagement. Maintain all associated proposals and contact reports to accurate and thorough record keeping.

- Set program targets for the identification of new annual fund and major gift prospects based on donor behavior, through volunteer contacts, personal visits, and collaboration with all program areas. Solicit unrestricted gifts of $1,000 or more by phone and in person, and record results in the database to assure proper recording and tracking of results.

- Leverage new tools and best practices to encourage gifts at 5 and six figure levels, including Telefund warm lead generation and “lite” proposal leave-behinds.

**Other Duties as Assigned (5%)**

**Skills and Requirements**

- Bachelor’s degree required.
- Five or more years in development; thorough knowledge of the principles and practices of development and fundraising with an understanding of individual giving programs, and detailed understanding of annual fundraising programs, such as direct mail, Telefund, and personal solicitation programs is preferred.
- Proven record of leadership, management and supervisory skills.
- Exceptional oral and written communications skills.
- Outstanding work organization and time management skills.
- Personal initiative and an ability to manage projects simultaneously, to set priorities and follow-through on projects.
- Willingness to work evenings and weekends and travel.
- Experience in personally soliciting gifts.
- Demonstrated ability to effectively motivate, train and support staff and volunteers.
- Ability to work effectively in a team environment—with a mix of deans, faculty, parents, alumni and staff colleagues. Excellent interpersonal skills and a strong customer service orientation.
- Knowledge of modern data management practices and techniques including data-based computerized information systems, data modeling, and models of analysis that leads to effective decision making on behalf of the program.

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