ASSOCIATE DIRECTOR OF THE OXY FUND,
CLASS GIVING
Institutional Advancement

Summary
The Associate Director of The Oxy Fund 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 (5<sup>th</sup> through 50<sup>th</sup>). As point person for all reunion giving efforts, the Associate Director will recruit, train, and solicit reunion volunteer giving committees, focusing on multi-year commitments. In addition, the Associate Director will continue to build and manage the Oxy Fund Council, which includes the following volunteer cohorts: Parents Council, Leadership Giving Committee, GOLD Committee, Tiger Club Board, McMenamin Loyalty Committee, and Reunion Giving Committees. The Associate Director will focus on all overarching programming and fundraising solicitation strategies related to these groups.

Essential Functions
Reunion Campaigns (45%)
- 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 Oxy Fund staff.
- Manage 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 Gifts colleagues to identify key prospects for volunteer leadership positions, and develop strategies around prospect engagement and cultivation in a leadership volunteer capacity.
- Partner with Alumni & Parent Engagement staff to coordinate Reunion Giving Committee and Planning Committee efforts.
- Manage all philanthropic elements of Alumni Reunion Weekend including the Oxy Fund lounge, marketing related to giving for each class, giving materials as need, and prepping 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 sites.

**Oxy Fund Volunteer Program Management (35%)**

• In partnership with the Director of The Oxy Fund, continue to grow and manage the Oxy Fund council, cultivating and stewarding current members, recruiting new members, and guiding strategy around volunteer peer to peer fundraising efforts. Oxy Fund Council includes all volunteer fundraising committees: Parents Council, Leadership Giving Committee, GOLD Committee, Tiger Club Board, McMenamin Loyalty Committee, and Reunion Giving Committees.

• 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 including the fall Volunteer Leadership Conference, Spring Volunteer Brunch, and corresponding conference calls.

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

• Set up and implement Reeher 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.

• Identify, cultivate, train, solicit and steward Oxy Fund volunteers.

**Affinity Fundraising (15%)**

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

**Additional Duties (5%)**

### Knowledge/Experience Requirements

• Bachelor's degree.

• 3-5 years of related professional experience.

• 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.
  - Proficient in Microsoft Office Suite, especially Excel.
  - Excellent oral and written communication skills.
  - Exceptional interpersonal skills.

• Experience in personally soliciting gifts, preferred.

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

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.