POSITION ANNOUNCEMENT

Director of Development – Annual Programs

MidAmerica Nazarene University is seeking a Director of Development for Annual Programs. Responsibilities include providing principal leadership and management of a comprehensive, strategic, integrated effort to build the base of individual donors and increase the level of support through annual giving (University Fund) at MidAmerica Nazarene University. The Director leads the development and implementation of annual giving strategies, activities, and timelines to solicit contributions from alumni, friends, parents, trustees, faculty and staff, students, and other constituents for annual gifts in coordination with other directors of development. The Director coordinates a year-round cultivation and solicitation program supporting all annual fund programs and efforts including University Club leadership giving, direct mail, e-mail, internet, telemarketing campaigns, and other initiatives focused on shaping a sustainable tradition of annual support.

Position Description: Director of Development – Annual Programs

- Develop and implement a written tactical plan and annual calendar for all phases of annual giving, including, but not limited to, direct mail, e-mail, internet, telemarketing campaigns, University Club leadership giving, trustees, faculty and staff, parents, and other special alumni and student focused solicitation initiatives.
- Prepare written communications including solicitation letters, brochures, advertisements, electronic appeals and other materials necessary for all annual giving program initiatives.
- Maintain a strong working relationship with the Marketing and Communications Department to ensure compliance with university brand standards.
- Develop and implement database segmentation strategies needed to be used for annual giving direct mail, internet, and phonathon campaigns.
- Collaborate with the Alumni Relations Office on marketing efforts to increase alumni giving and participation rates.
- Plan and oversee the process for acquisition, renewal and upgrade of donors giving at leadership levels of $1,000 or more annually including stewarding current donors and planning recognition activities.
- Utilize technological solutions and tools to facilitate annual giving objectives including website content management, marketing through social media, email distribution systems, and database management systems.
- Assist in the creation of reports to track annual giving appeals and University Fund progress.
- Oversee the acknowledgement and recognition of all annual fund gifts.
- Represent annual fund issues and promotes community awareness and support for the annual fund program.
- Create a strategy to foster a culture of giving within the student body to help sustain the future of MNU.
• Oversee the student phonathon, student thank-a-thon, and the potential development of a class giving program.
• Lead, develop, and oversee the Administrative Assistant for Development and student phonathon employees to ensure they have the support, strategic direction, skills and knowledge to meet MNU’s goals and objectives.
• Manage a personal portfolio of annual gift prospects for the purpose of making face-to-face visits and solicitations with goals established at the direction of the Associate Vice President for University Advancement
• Forge strategic partnerships with prospects that can provide volunteer or gift-in-kind support benefitting the university.
• Plan and execute stewardship programs and events as needed as part of a comprehensive annual giving program.
• Research and incorporate annual fund “best practices” as it relates to annual giving strategies, gift processing, data management, and donor relations.
• Provide support to capital campaign initiatives through the qualification of campaign prospects and by ensuring that solicitations for major gifts include annual giving pledges.
• Oversee and monitor all aspects of corporate matching gift fundraising.
• Research and incorporate new and emerging Annual Fund “best practices” to develop new and creative strategies to increase support.
• Participate as needed in staffing alumni events, volunteer activities, and advancement events and programs.
• Ensure the strategic use of Raiser’s Edge, the donor management system, to generate lists and segmentations for appeals. Tracks costs and responses to appeals.
• Oversee and manage the Annual Giving budget.
• Perform other duties as requested, delegated or assigned.

Desired Qualifications:
• Bachelor’s degree is required
• Strong communication skills – written and verbal
• Strong analytical skills with the ability to quickly and regularly adjust strategy based on giving trends.
• Strong organization and planning skills with exceptional follow-through, tenacity, attention to detail, and the ability to coordinate the work of others.
• Excellent technology skills - Microsoft Word, Excel, and Outlook, email management and distribution systems, web content management systems, and direct experience with Raiser’s Edge or other large database management systems.
• Minimum of 3-5 years of demonstrated experience in professional development work; preferably with annual giving or related experience.
• Practical knowledge of annual giving operations and an understanding of what it takes to acquire new donors, and retain and upgrade existing donors.
• Successful track record in the cultivation, solicitation, and stewardship of annual gifts.
• Experience in higher education preferred.
**Additional Knowledge, Skills and Abilities**

- Ability to clearly articulate the mission, vision, and values of MidAmerica Nazarene University as well as the distinctives of a Christian liberal arts education.
- Knowledge of the principles and practices associated with fundraising in higher education including direct mail, telephone solicitations, annual giving and donor relations.
- High energy level, self-motivated and self-directed, and able to design and complete complex projects through strong analytical, planning, and interpersonal skills.
- Possess the skills and desire to: multi-task and meet deadlines, be a team player; work collaboratively; relate to a diverse constituency, and understand the principles and techniques relevant to successful fundraising.
- Demonstration of integrity, positive attitude, diplomacy, tact, and courtesy.
- Ability to forecast and track revenue projections and monitor expenses.
- Ability to maintain confidentiality.
- Ability to exercise independent judgment consistent with department and organization guidelines.

**Application:** Candidates wishing to apply for this position should send the following documentation to Nancy Merimee, Director of Human Resources at hr@mun.edu. Questions may be addressed to this email address or by telephone to 913-971-3427.

- Letter of application
- Complete resume
- A Statement of Faith: a one or two page narrative document describing your central Christian beliefs, significant formative influences in your Christian experience (e.g., religious experiences of conversion or the affirmation of one’s faith, one’s family and/or home life, spiritual aspirations), and ways in which your faith is being demonstrated in daily patterns and practices.
- A list of 3 to 5 professional references disclosing full contact information.

**Mailing address:**
Nancy Merimee, Director of Human Resources
MidAmerica Nazarene University
2030 E College Way
Olathe, KS 66062

**Review of applications** will begin immediately and continue until the position is filled.

MidAmerica is very much interested in reviewing applications from qualified members of traditionally underrepresented groups in America, including women and racial and ethnic minorities.

MidAmerica Nazarene University policy prohibits discrimination on the basis of race, gender, age, color, creed, national or ethnic origin, marital status, or disability in the recruitment and admission of students and in the operation of all university programs, activities, and services. Any concerns regarding discrimination on the basis of gender or disability should be addressed to the Associate Academic Vice President, university coordinator of Section 504 of the Rehabilitation Act of 1973 and Title IX of the Education Amendments of 1972, in the Academic Offices in Lunn Hall, (913) 971-3573.