

Assistant Director

The Assistant Director is a frontline fundraising position responsible for managing class-based reunion fundraising campaigns and securing leadership gifts from alumni.

Job Duties:

Reports to the Director of Alumni Relations

Assist the Director and other staff members in working strategically to reach the non-reunion and reunion fundraising goals.

Implement a reunion gift program for assigned reunion classes:

- Identify and solicit committee members and lead gift prospects for each class, coordinating with appropriate development staff.
- Determines and executes fundraising strategies to increase reunion class giving, including personal cultivation and solicitations, management of peer-to-peer solicitations, appeals, events, stewardship activities, and strategic visits by School leadership.
- Support fundraising committee members in soliciting peers.
- Create a positive volunteer experience for committee members.
- Strategically plans events and programs in support of fundraising activities and partners closely with Alumni Relations to ensure partnership between Reunion fundraising and Reunion program committees and activities
- Strategically engages the Graduate College, HU Online, and other programs to highlight special anniversary milestones and reunion celebrations.
- Help coordinate Philanthropy Awareness Week/Annual Day of Giving Pre-Week
- Increase participation and donor acquisition through increased use of volunteers in the Class Agent program:
 - Manage and oversee monthly class calls with Class Leaders to ensure awareness and alignment with University goals.
 - Identifies, enlists, and manages volunteer leadership who serve as partners in driving class fundraising activities.
 - Advises on class fundraising strategies, participates in class leadership conference calls, surveys class leadership and donor prospects, and determines solicitation strategies for leadership gift prospects.
 - Oversees a portfolio of reunion and non-reunion classes and is responsible for the development and management of class gift committees.
- Identify Lead Annual Giving donors:
 - Qualify and solicit alumni with the capacity to make lead annual gifts of up to \$2500, coordinating with appropriate departmental and advancement staff.
 - Determines and executes fundraising strategies to increase reunion class giving, including personal cultivation and solicitations, management of peer-to-peer
- solicitations, appeals, events, stewardship activities, and strategic visits by School leadership
- Partners with Direct Marketing colleagues on the development of a reunion appeals strategy.
- Help coordinate with the Office of Advancement's Annual Fund staff to organize strategic calling and direct mail solicitation.

Qualifications:

- Master's degree or bachelor's degree and 2-5 years' experience; or will accept a combination of related education and experience in substitution.
- Demonstrated initiative, independent judgment, and a positive, responsive, service-oriented attitude.
- Excellent critical thinking, interpersonal, communication, time-management and problem-solving skills
- Commitment to diplomacy, tact, and confidentiality when working with individuals on and off campus and responding to Advancement audiences.
- A great degree of flexibility and outstanding organizational skills with the demonstrated ability to manage multiple and competing projects concurrently while adhering to strict deadlines.

How to Apply

Please submit a cover letter, resume, and a completed Application for Educational Support Staff Employment either via email at HROFFICE@hamptonu.edu or fax to (757) 727-5969:

Office of Human Resources
Hampton University
Hampton, VA 23668

*****No phone calls***

*****Incomplete applications will not be considered***

Forms:

Visit [Human Resources – Hampton University Human Resources](#) to retrieve the educational support staff employment application and other supplemental application materials.

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