

MAINE MARITIME ACADEMY

A College of Engineering, Management, Science, and Transportation

Annual Fund Manager

POSITION OVERVIEW

The Annual Fund Manager reports to the Vice President for Institutional Advancement and is an integral part of the school's advancement team. This position is responsible for the strategic execution and management of a comprehensive annual giving program. He/she develops a coordinated matrix of communication and solicitation strategies involving email, direct mail, phone, personal visitation and volunteer engagement, all focused on shaping a sustainable tradition of annual support and increasing alumni participation through class-based fund-raising efforts.

DUTIES

- Design the goals, objectives, and strategies for the School's' annual fund campaign - both restricted and unrestricted funds;
- Expand the school's donor base;
- Prepare and manage annual giving budget;
- Manage reunion giving program for five classes;
- Recruit, manage and supervise an external group of "high expectation" annual fund volunteer staff and develop committee structures through accurate and timely reporting, benchmarking, and coaching;
- Serve as a resource for leadership volunteers and ensure they are equipped with the training necessary to carry out their responsibilities and are given appropriate recognition for their contributions to the growth of the Fund;
- Recruit, manage and supervise an internal committee of students to assist with enhancing the culture of philanthropy on campus;
- In partnership with College Relations, develop a theme, content, and messaging for print and electronic media;
- Using data analysis, develop and maintain ongoing measurement and progress reports; refine and reinforce strategies in a timely, proactive manner;
- Function as active, collaborative, and contributing member of the school's creative and donor centric advancement team;
- Attend a variety of Academy events, both during the day and after hours in order to become knowledgeable about Academy programs, culture, and constituencies; and,
- Perform other responsibilities as identified by the Vice President for Institutional Advancement.

This job description reflects the general duties of the job but is not a detailed description of all duties which may be inherent to the position. The Academy may assign reasonably related additional duties to individual employees consistent with policy and collective bargaining agreements.

SKILLS

- Ability to embrace the school's mission;
- Outstanding work ethic, demonstrating initiative, self-direction, and self-confidence;
- High professional and ethical standards for handling highly confidential materials;
- Strong interpersonal skills, i.e., oral and written communications, presentation skills, professional demeanor, judgment, and diplomacy;
- Ability to inspire and motivate staff, students and volunteers;
- Strong analytical and time management skills;
- Strong team builder;
- The ability to establish strong and effective personal and professional relationships;
- Strong planning and organizational skills, attention to detail, and ability to effectively manage multiple projects;

REQUIREMENTS

- Bachelor's degree from four year college or university;
- Five years or more of progressively responsible experience in alumni relations, annual giving, or comparable relationship management/fund raising experience;
- Preferred experience managing staff-volunteers and students within an annual fund in a class-based fundraising structure.
- Demonstrated success soliciting and closing sizable gifts;
- Exceptional planning, organizational, and ability to manage competing tasks;
- Outstanding oral and written communication skills;
- Solid working knowledge of MS Office or comparable software suites (word processing, presentation, and spreadsheets) and of Raiser's Edge or comparable fundraising software.

PHYSICAL/ENVIRONMENTAL FACTORS

- Contacts include alumni, parents, students and various external and internal constituencies;
- This job requires the capacity to travel, work evenings and several weekends as necessary;
- The job is generally sedentary;
- Frequent use of keyboard and computer screen;
- Occasionally lift and move up to 30 pounds.

Position
Factor
Evaluation

Job Title: Annual Fund Manager

Job Code: _____

Wage Grade: 20

Total Points: 466

	<u>Factor</u>	<u>Degree</u>	<u>Points</u>
1	Knowledge and Skill	6	216
2	Effort		
	I. Mental and Visual Effort	5	40
	II. Physical Effort	2	10
3	Responsibility for Cost Control	4	32
4	Responsibility for Others		
	I. Injury to Others	1	8
	II. Supervisory Responsibility	3	16
	III. Sensitive Information and Records	5	40
5	Working Conditions	3	30
6	Responsibility for External and Internal Relations	7	56

Date of last reclassification 05/2017