



Wingate University **Position Description**

Position Title: Assistant Director of Annual Giving-Strategic Relations,
Office of Advancement

Founded in 1896, Wingate University is a private, comprehensive institution offering students active learning opportunities through personalized instruction, world travel, career discovery, faith development, and community service. Wingate University is a residential university with a liberal arts core located near Charlotte, North Carolina. More information about the university may be found on our website: <http://www.wingate.edu>

FLSA Classification: Full-time, Exempt Staff

Job Summary:

Under the supervision and direction of the Assistant Vice President of Annual Programs, the Assistant Director of Annual Giving-Strategic Relations will be responsible for cultivating, stewarding, and soliciting alumni, parents, and friends of the University. Will produce a young alumni engagement model that includes a plan to create volunteer opportunities, cultivate and solicit this population annually. Will support the Director of Annual Giving-Operations and Communications in all annual giving communications. Work to develop expertise in the University's programs and services, and foster relationships with key staff and leaders in order to identify funding needs and opportunities that address the strategic priorities of the University. As part of the Advancement team, the Assistant Director provides leadership in the design and implementation of development programs needed to sustain annual fundraising activities, as well as build a pipeline for major donors. Will work with the Vice President of Philanthropy and Advancement team members and others as part of a team that develops and maintains positive relationships with all constituencies to encourage financial support.

Primary Duties and Responsibilities:

- Meet with and recruit successful alumni, young alumni and parents to engage in University activities and volunteer opportunities. This includes board participation, Homecoming and other opportunities as they come available. These efforts will also help populate a personal pipeline of major giving prospects.
- Support the Director of Annual Giving-Operations and Communications to strategize, organize and promote off and on-campus alumni and events and activities.
- Manage personal pipeline of alumni, young alumni and parents through all types of communication. Specific focus is on moving assigned prospects through cultivation, stewarding and soliciting annually, as necessary.
- Effectively communicate with alumni, young alumni and parents through phone calls, mail, email and social media to encourage engagement and keep them connected to the University.
- Create and implement a young alumni engagement model that aligns with University and department-wide objectives.

- Assist with Advancement efforts to cultivate and solicit alumni, young alumni and parent groups with an intentional focus on helping the annual giving office reach annual goals.
- Maintain database integrity by consistently entering information pertaining to all communication with alumni, young alumni, parents and other donors.
- Routinely seek education through professional organizations.
- Demonstrate standards of performance (ownership, teamwork, communication, compassion) that supports donor satisfaction and principles of service excellence.
- Support additional departmental initiatives as assigned.

Professional Competencies:

- Balances Stakeholders
- Communicates Effectively
- Customer Focus
- Drives Engagement
- Optimizes Work Processes

Minimum Requirements:

- Bachelor's degree required.
- 3-4 years of experience in fundraising, annual fund and/or higher education preferred.
- Experience using a donor database, Raiser's Edge preferred.
- Managerial abilities, analytical skills, flexibility, creativity in problem solving.
- Skill in written and verbal communications.
- Excellent organizational skills.
- Ability to work with University staff, faculty, students, donors and the general public.

Starting salary range commensurate with experience: \$40,000 - \$50,000

For additional information and consideration, contact PMA Consulting, LLC. **Application materials consist of a letter of interest, resume and contact information for three references and may be submitted via email to search@pattonmcdowell.com .**

EQUAL OPPORTUNITY EMPLOYER: Wingate University abides by all federal and state laws prohibiting employment discrimination solely on the basis of a person's race, color, creed, national origin, religion, age (over 40), sex, marital status or physical handicap, except where a reasonable, bona fide occupational qualification exists. Wingate University is committed to the provisions of the Americans with Disabilities Act. Wingate University expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status.