



## Wingate University Open Position

**Position Title:** Assistant Vice President for Advancement Operations and Annual Campaigns

**Position Location:** Office of Advancement, Wingate Main Campus

**Position Summary:** The Assistant Vice President for Advancement Operations and Annual Campaigns is responsible for the management and oversight of the University's fundraising and alumni database, providing leadership and long range and short-term planning in the areas of database integrity, prospect research, prospect management, reporting, and data analysis. The AVP for AOAC develops and executes strategies for continuous quality improvement in services to Advancement staff and other University partners that utilize alumni, parent and donor data. The AVP for AOAC also plans and executes broad-based multi-channel fundraising appeals in support of the Wingate University Annual Fund, working in collaboration with the Director of Annual Giving and the University Marketing and Communications Office.

The AVP for AOAC must have exceptional writing and analytical skills, a high degree of proficiency in using the Raiser's Edge database, as well as familiarity with the Body of Knowledge developed by the Association of Professional Researcher in Advancement (APRA), and a thorough knowledge of IRS charitable giving guidelines.

### **Duties and Responsibilities:**

#### **Advancement Services**

- Oversees overall management of Raiser's Edge NXT software including data entry, data extraction and training.
- Develops, implements and maintains database policies and procedures to ensure the integrity and security of data, with particular attention to the confidentiality of donor information.
- Serves as University Advancement's liaison with IT regarding software and hardware needs.
- Reviews and approves requests for access to the Raiser's Edge NXT database and works with IT to ensure appropriate levels of access for users.
- Develops short-term and long-term strategies for improving data quality, including a regular schedule of data audits.
- Oversees all internal, external and national statistical and analytical reporting, including the annual VSE report.
- Create queries, exports and reports using the Raiser's Edge database, Crystal Reports and the Microsoft Office software suite, with an emphasis on providing information in formats that inform and support fundraising strategy.
- Collaborates with Finance and general-ledger accounting staff regarding gift entry, gift posting, fund creation, gift restrictions and audit reporting.
- Oversees gift processing to ensure all charitable contributions to the university are processed and acknowledged in an accurate and timely manner, in collaboration with the Director of Donor Relations (or equivalent).
- Ensures compliance with CASE management and reporting standards, IRS regulations, PCI compliance and other applicable rules/guidelines, with particular attention to gift acceptance, management, and reporting regulations as well as all privacy issues

- Maintains awareness and knowledge of current trends in the field of Advancement Services.

### **Prospect Research**

- Develops and implements strategies for prospect identification including traditional wealth assessment and data analytics.
- Directs research staff in performing research projects targeting reunion alumni, incoming families and special constituencies, Top 500 residential real estate owners, event attendees and other constituencies.
- Develops and implements policies for portfolio management.
- Creates and maintains VIP invitation lists and targeted prospect pools.
- Provides analysis of giving data and engagement data to support strategy and planning for alumni engagement and fundraising activities.
- Provides guidance, training, and support to help staff interpret, understand and apply scoring and other data analysis results in various fundraising, alumni engagement, and marketing activities.
- Collaborates with senior leadership to effectively track performance metrics for gift officers.
- Develops strategies to enhance screening methodology to measure giving potential, providing more accurate prospect assignments to the development officers
- Represents Advancement at higher-level prospect discussions.
- Maintains awareness and knowledge of current trends in the field of Prospect Research, including benchmarking against the APRA Body of Knowledge.

### **Annual Campaigns**

- Designs and manages an integrated multi-channel marketing strategy of outbound programs (direct mail, phone-a-thon, email) and inbound programs (websites, giving forms) in support of goals for the Wingate University Annual Fund.
- Utilizes data to create segmented appeal structure and communication plan to target donors by giving behavior and constituency. Analyzes results to inform short-term and long-term tactics and strategies.
- Collaborate with advancement communications to develop and maintain consistency of annual giving messaging used in solicitations and stewardship. Ensures alignment with university branding in developing and implementing strategies for increasing alumni participation in the annual giving program.
- Identifies and leverages university-wide opportunities to increase overall giving and participation among alumni, parents and friends.
- Partners with marketing and communications staff for design, editing, videography, and other asset deliverables.
- Maintains awareness and knowledge of emerging trends and best practices in annual giving direct marketing strategy.

### **Management**

- Develops, implements and coordinates policies and procedures for daily departmental operations and maintenance of department records
- Supervises and evaluates the work of staff, oversees completion of job duties, delegates work projects, provides time management guidance, training, and conducts performance reviews.
- Manages the Advancement Services budget.
- Contracts with outside vendors, in collaboration with senior leadership for applications, services, etc. which pertain to university advancement services such as data refresh services, prospect research tools, alumni/donor bio demographic updates and electronic mass communication tools.

**Secondary Functions:**

- Staff university events as needed as part of the Advancement team.
- Establishes and maintains positive relationships with all departments within the university community to assure effective and accurate information is received/dispensed.
- Performs additional projects as assigned.

**Qualifications and Experience:**

- Baccalaureate degree required.
- Advanced computer skills, including a familiarity with databases and information systems and an aptitude for learning new software packages
- Proficiency in the use of Microsoft Office products (Word, Excel, Outlook and Access).
- Experience in using Raiser's Edge and Crystal Reports software preferred, including data entry and reporting.
- Proficiency in all domains within the Body of Knowledge developed by the Association of Professional Researchers in Advancement (APRA): Prospect Research, Data Analytics, Relationship Management and Campaigns
- Thorough knowledge of basic tax law as it relates to charitable gifts and planned gifts.
- Thorough knowledge of CASE reporting standards.
- Ability to think creatively in resolving issues.
- Detail-oriented, with appreciation for the visual impact of documents and reports
- Excellent organizational skills and the ability to work both independently and as a member of a team.
- Excellent interpersonal and customer service skills.
- Ability to use discretion in working with sensitive, confidential materials.
- Ability to meet deadlines and think strategically and analytically in prioritizing projects.
- Flexibility to work some evenings and weekends as needed for special events and projects.

To apply, submit the following to Human Resources at [careers@wingate.edu](mailto:careers@wingate.edu).

- 1) Letter of interest, 2) resume, and 3) contact information for 3 references

Founded in 1896, Wingate University is a laboratory of difference-making that serves more than 3,600 students in North Carolina. Wingate offers 36 undergraduate majors as well as six master's and four doctoral programs. The University is home to the Cannon College of Arts and Sciences; the Levine College of Health Sciences; the Byrum School of Business; and the College of Professional Studies, which includes the Thayer School of Education and the School of Sport Sciences. The University's motto is "Faith, Knowledge, Service." Learn more at [www.wingate.edu](http://www.wingate.edu).

*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 and its amendments. 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.*