



## Director of Annual Fund

**JOB TITLE:** Director of Annual Fund

**REPORTS TO:** Director of Advancement

**CLASSIFICATION:** Full-Time Exempt

Marin Academy seeks a detailed-orientated, resourceful and self-motivated professional to serve as Director of Annual Fund. Under the guidance and supervision of the Director of Advancement, the Director of Annual Fund will have primary responsibility for the design, execution and management of a comprehensive annual giving program. They will have strategic oversight of the annual fund, including long- and short-term goals and creating digital and print solicitation materials. This position works collaboratively with the other advancement team members and with the communications team.

The Director of Annual Fund:

- Works closely with Director of Advancement in setting and meeting annual financial goals for the annual fund
- Manages all aspects of the annual giving process each fiscal year, including planning the strategy/theme, solicitations throughout the year, and identifying prospective donors
- Develops coordinated communication and solicitation strategies involving mail, direct mail, email, phone, phonathon, face-to-face visits, and parent volunteers
- Develops and oversees planning and strategy for meeting annual giving goals and coordinate cultivation and solicitation of most constituents, including current parents, parents of alumni, alumni, grandparents, and former Trustees, by:
  - Creating philanthropic messaging to be used in all annual fund materials, admissions communications, and new parent breakfasts messaging; coordinating with communications team to develop annual plan to

- integrate annual fund messaging via video content, social media content and other materials
  - Recruiting, training and managing parent volunteers to lead peer-to-peer outreach through personalized assignments, which includes detailed call sheets and timely communications with the MA parent community
  - Segmenting solicitations based on constituency and donor status
  - Assigns specific ask amounts for individual donors based on research and giving history
  - Drafting and managing production of mailed and emailed solicitations and one-sheet funding opportunities
  - Coordinating with Special Events and Family Engagement Manager and MA Parents Association leadership on presentations to the parent community and parent volunteer sign-ups
- Proactively manages a portfolio of MA prospects and donors, including parents, parents of alumni, grandparents and alumni, by moving them through the entire gift cycle, from identification to stewardship
- Creates strategy and oversees implementation of annual Giving Day, including:
  - Planning, segmenting, creating and executing communications to the MA community
  - Working closely with Director of Alumni Relations and communications team on concept and production of all creative pieces, such as videos and social media content
  - Works closely with database manager in creating and managing the GiveCampus website; maintains the vendor relationship and contract renegotiations
  - Managing parent volunteers to raise parent participation
  - Working closely with the Director of Alumni Relations to ensure alumni and student volunteers are trained, engaged, and deployed to raise alumni and student participation
  - Coordinate with all advancement team members to ensure all tasks are managed and completed in a timely manner
- In conjunction with the database manager, ensures accurate reporting of gift/financial information to the Director of Advancement and other advancement stakeholders
- Works closely with the Director of Alumni Relations pertaining to the timing and strategy of alumni solicitations
- Supports Director of Advancement in managing the Advancement Committee of the Board of Trustees, including scheduling meetings, reporting on annual fund data and coordinating all reports from advancement team members

- Works closely with the Special Events and Parent Engagement Manager in the evaluation of special events in support of annual and unrestricted giving, such as cultivation dinners and stewardship events
- Ensures timely import of data in Raiser's Edge NXT
- Contributes to the overall success of the department and the school through a team approach
- Other duties as assigned by the Director of Advancement

The Director of Annual Fund should have:

- Experience with marketing techniques including segmentation, direct mail, email, social media, events, and personal solicitation
- Ability to manage and motivate volunteers
- Ability to interact with donors and ask for leadership annual gifts
- Ability to initiate projects, be flexible, and work independently
- Ability to prioritize appropriately when facing multiple responsibilities and tasks
- Strong leadership and interpersonal skills, allowing s/he/them to work effectively with colleagues and constituents, solve problems and represent Marin Academy to all constituents
- A bachelor's degree or higher
- Demonstrated excellent written and verbal skills
- Outstanding organizational skills and attention to detail
- Flexibility and the ability to work well with others
- Ability to multitask, meet deadlines and manage many different projects at once
- Strong public relations skills
- Familiarity with databases, such as Raiser's Edge NXT, Blackbaud or Finalsite
- Ability to work nights and weekends as required for prospect meetings, events and phonathons
- Relevant experience in an independent school or college setting is preferred

Candidates interested in applying for the position should send a resume and cover letter to Janiece Richard, Director of Advancement ([jrichard@ma.org](mailto:jrichard@ma.org)).