POSITION DESCRIPTION

TITLE: Senior Development Officer - (Exempt)

Collective Bargaining - Ineligible - Managerial

Definition - The Board approved definition of a managerial employee is an employee who is engaged predominantly in executive and management functions of the College or who is designated with the responsibility of directing the implementation of management policies and practices and who customarily and regularly exercises discretion and independent judgment in directing the implementation of management policies and practices.

This is a management position. The incumbent is accountable for supporting the mission, goals, and objectives of the College and is expected to administer the policies and procedures defined in the Employee Handbook as approved by the President and the Board of Trustees.

JOB SUMMARY:

Reporting to the Vice President for Advancement, this position is responsible for the development and promotion of annual giving initiatives including, but not limited to, a newly-designed giving club structure, the faculty/staff fundraising campaign, and alumni and parent giving programs. The Senior Development Officer provides leadership in raising money for the College’s top priorities. The Senior Development Officer is charged with raising annual gifts through the proper identification, cultivation, solicitation, and stewardship of prospective and current donors to St. Mary’s College. Facilitating donor retention is critical to the development of a vibrant annual fund and will be a primary objective for this position. At times, the Senior Development Officer will play a role in capital campaign and other department initiatives. This position helps to establish best practices for engaging prospective donors in the life of the institution in a way that generates enthusiasm for making philanthropic investments and results in lasting relationships with donors.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

(Note: These examples are intended only as illustrations of the various types of work performed in positions allocated to this class. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Responsible for following the policies and procedures as defined in the employee handbook.

- Works with the President, Vice President for Advancement, campus community members, and volunteer committees to strategize and implement fundraising activities that engage prospective donors in the life of the institution, resulting in philanthropic investments and lasting relationships between the donors and the College.

- Works with the Vice President for Advancement in setting strategic annual financial and personal solicitation goals.

- Identifies prospective donors capable of making philanthropic investments in top priorities of St. Mary’s College.

- Designs and implements new ways to solicit donations from the College’s constituencies in order to increase annual giving.
Manages a portfolio of prospective donors with the long-term goal of over 500 donors at the $1,000 level within five years.

Conducts in-person visits, regionally and nationally, to cultivate, solicit and steward annual contributions.

Works closely with the Advancement team to produce solicitation pieces including direct mail, phone, and electronic appeals.

Works closely with the Advancement team and the Alumni Office to develop and execute programs and events that will provide opportunities to increase awareness of the giving opportunities, cultivate prospective donors, and steward current donors.

Works closely with Advancement Services and Prospect Management to ensure the timely coordination, tracking, and follow-up with prospective and current donors.

Monitors and evaluates annual giving programs in order to maximize their return and guide future decisions.

MINIMUM QUALIFICATIONS:

Education: Bachelor’s degree required.

Experience: Minimum of five years’ experience in higher education, development, or related fields. Strong computer, organizational, and communication skills and the ability to interact successfully with alumni, parents, volunteers, friends, faculty and staff of the College.

Knowledge of the Southern Maryland tri-county region (St. Mary’s County, Charles County, Calvert County), and the stakeholders and alumni of St. Mary’s College is preferred.

Must have a valid driver’s license.

Any combination of acceptable education and experience, which has provided the necessary knowledge and skills to fulfill the requirements of this position, may be considered.

Department Head/Supervisor Approval __________________________ Date ____________

I have received a copy of my position description and, after reviewing it with my supervisor, understand the duties and responsibilities to be performed.

During new employee orientation, the human resources office gave me a copy of this position description. Should I have questions or need clarification regarding the duties and responsibilities described in this position description, I will discuss them with my immediate supervisor or the human resources officer.

Employee Signature __________________________ Date ____________