

DEVELOPMENT ASSISTANT - FUND RAISING PROGRAMS *

Function of Job:

Under general supervision of responsible official, to assist in the development of assigned programs leading to increased effectiveness of fund raising efforts, as well as programs leading to enhancement of the total development effort of the college/university.

Characteristic Duties and Responsibilities:

1. Assist in the direction and implementation of assigned fund raising programs and activities.
2. Cultivate and solicit gifts from prospects, which may include alumni, friends, organizations and/or regional businesses.
3. Communicate effectively with all publics on and off campus, verbally and in writing.
4. Serve as liaison between college/university and various constituencies.
5. Make recommendations, aid in the selection, recruitment, and training of volunteers; and set up regional committees, as required.
6. Travel to various regional areas.
7. Advise and instruct operating staff on methods and procedures.
8. Represent the college/university at various functions.
9. Develop or assist in development and implementation of public relations/fund raising materials and special programs, such as direct mail, phonathons, etc.
10. Prepare and/or supervise preparation of promotional copy, agreements, regulatory reports, etc. and maintain necessary records as required.
11. Make budget recommendations and aid in cost efficient methods of conducting assigned programs.
12. As assigned, assist in improving and maintaining class agent system, and/or in organizing and implementing major reunion class fund efforts.
13. Oversee and manage foundation funds, as required.
14. Perform related duties as assigned.

Minimum Acceptable Qualifications:

1. Bachelor's degree and one year of experience in fund raising, volunteer work, public relations, sales or related fields **or** Associate's degree and three years of related experience.
2. Sales and organizational skills.
3. Tact, diplomacy, and ability to work well with people.
4. Ability to communicate effectively with all publics, verbally and in writing.
5. High level of motivation and assertiveness.
6. Willingness to travel extensively.

Additional Desirable Qualifications:

1. Knowledge of higher education in general, USNH in particular.
2. Creative writing ability.
3. Marketing skills.
4. Knowledge of fund raising activities.
5. Knowledge of USNH alumni and state of New Hampshire.
6. Degree from USNH institution.

3/27/85

System Approval

3/27/85

Effective Date

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.

* Revised - Original approved 9/21/79 as "Development Assistant - Annual Support Programs," revised 8/11/80 and 8/1/83 under current title.