

## DIRECTOR OF COLLEGE DEVELOPMENT

### **Function of Job:**

Under general direction of designated official, direct, organize and coordinate college fund raising efforts, including the identification, solicitation and stewardship of prospects and donors, directing planned giving and all major gifts, and supervising annual fund efforts.

### **Characteristic Duties and Responsibilities:**

1. Design, implement, and direct the college's development program, including establishment of goals, policies and procedures, and short and long range planning.
2. Identify donor prospects, solicit gifts, and develop methods for cultivating, monitoring and acknowledging donors and prospects.
3. Coordinate all development activities on campus and establish fundraising activities that involve members of the college community.
4. Solicit and organize volunteers for various fund raising efforts, including the annual fund drive.
5. Provide counsel and advice on subjects relevant to fund raising, including wills and trusts, corporate giving, IRS regulations, and federal/state regulations pertaining to mailings, gifts, pooled income funds and other deferred gifts.
6. Develop an effective marketing program for gift opportunities.
7. Supervise, train, and evaluate staff.
8. Travel as needed to organize, cultivate, and solicit financial support from parents, alumni, and organizations interested in the college.
9. Prepare reports, proposals, brochures, and other materials for various development programs.
10. Prepare and oversee departmental budget.
11. Serve as liaison between campus and off-campus constituencies and represent college at off-campus functions.
12. Perform related duties as assigned.

### **Minimum Acceptable Qualifications:**

1. Bachelor's degree in marketing, business, or related field and five years of experience in fund raising.
2. Budget and supervisory experience.
3. Oral and written communication skills.
4. Organizational and interpersonal skills, including tact and diplomacy.
5. General knowledge of charitable giving techniques, estate planning, and applicable federal and state regulations.
6. Skill using applicable computer software and programs.

### **Additional Desirable Qualifications:**

1. Experience in an institution of higher education.
2. Master's degree.
3. Other experience fund raising areas such as major gifts, annual funds and planned giving.
4. Knowledge of ethical fund raising issues and practices.

3/6/00

System Approval

3/6/00

Effective Date

\*Revised – Original approved 10/9/87

**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.**