Job Title: Associate Director of Alumni Relations and Annual Giving

Job ID: 27672

Location: College of Staten Island

Full/Part Time: Full-Time

Regular/Temporary: Regular

POSITION DETAILS

CSI’s Institutional Advancement Engagement programs are critical to advancing the College’s mission. Our Alumni Relations programs serve to engage and inform our current alumni, involve them as volunteers in meaningful ways, and strengthen their pride in and attachment to CSI while building a culture of philanthropy. The Annual Giving program develops and implements comprehensive fundraising strategies for the engagement, acquisition, stewardship, retention and upgrading of donations from alumni, family, friends, the campus community, and corporations and foundations, with an emphasis on increasing participation rates, retention and upgrading donors. In addition to generating flexible revenue he/she/they identify major and planned giving prospects, help maintain address and data integrity and convey important institutional messages.

Reporting to the Executive Director for Institutional Advancement, the Associate Director of Alumni Relations and Annual Giving is responsible for developing and executing programs fostering alumni engagement, increasing unrestricted annual support, and helping to build a strong pipeline for major gifts. Must be available to travel, work evenings and occasionally on weekends. This role partners with Office of Communications to coordinate integrated annual appeals across multiple channels (direct mail, email, online, crowdfunding, social media).

Responsibilities include, but are not limited to:

- Serve as the primary liaison to and ex-officio member of CSI’s Alumni Association Board, guiding the Board through governance and engagement activities, and organizing its meetings. Assist with identifying and recruiting new alumni volunteers to serve on the Board and its committees and create a schedule of alumni programs and events that promote engagement with CSI locally and nationally.
- Develop and execute strategy for annual giving initiatives to maintain and grow revenue. Develop a fiscal year plan and analyze statistical reports to evaluate and adjust the effectiveness of program areas, making recommendations for future success.
- Foster best practices and manage annual giving programs through direct response, community, digital giving, and other channels, designing solutions that serve a specific alumni audience to drive donor acquisition, retention and participation. Design initiatives to sustain and increase unrestricted giving to programs such as CSI Giving Tuesday; examples of other programs include the senior class gift and other annual fundraising programs.
- Manage a portfolio of current and potential donors with giving capacity of $1K to 25K to build a leadership annual giving program, helping to transition them to major gift portfolios. This includes personal outreach and developing innovative approaches for program growth. The Associate Director will work with annual fundraising dollar and visit goals.
- Oversee updating of alumni database, identifying and recognizing alumni accomplishments, sourcing class notes, and creating and executing programs and events. Assist in data integrity efforts to ensure accurate and complete alumni database records.
- Collaborate with Office of Communications to create and develop content for the alumni magazine, alumni e-newsletter, and other communication vehicles focused on recognizing alumni accomplishments and keeping alumni informed of College news, programs, and initiatives.
- Collaborate with other departments and student organizations to help identify alumni for their programs and activities.
- Perform additional duties as assigned and assist with special projects as assigned.

QUALIFICATIONS

Bachelor's Degree and six years' related experience required.

Preferred Qualifications include:

- Master’s degree preferred. 3-5 years of alumni relations, event management and/or advancement experience, preferably in a higher education setting with fundraising/annual giving responsibilities. Fluency in Microsoft Office Suite required. Experience with Raiser’s Edge NXT, or a similar constituent database a plus.
- Sense of urgency and enthusiastic commitment to CSI’s Advancement priorities. Ability to interpret, articulate and advocate for the mission of CSI and its institutional goals clearly, and interact with stakeholders from a wide range of professional and cultural backgrounds. Ability to articulate a compelling case for discretionary annual giving in a complex internal and external fundraising environment.
- Demonstrably strong oral and formal writing, planning, marketing and organizational skills. Excellent interpersonal skills and an emotional intelligence enabling the candidate to work collaboratively and courteously with colleagues throughout the College, alumni, other constituents and the public. Ability to build team spirit, and achieve results within a diverse population that may possess competing interests, opinions, and/or expectations. Ability to organize and complete multiple tasks simultaneously with close attention to detail and prioritization to meet deadlines.
- Experience working with and managing volunteers and possess an understanding of volunteer management best practices. Well-developed leadership abilities, willingness and demonstrated ability to manage, organize, motivate and delegate to others, including volunteers, take risks and solve problems creatively.
- Demonstrated experience working with diverse populations and a strong commitment to help develop and implement the College’s Diversity, Equity and Inclusion policies and goals.
- Highly professional and ethical standards for handling confidential information. Ability to represent the College with tact and diplomacy and maintain confidentiality along with discretion.
- The ability to build effective long-term relationships with donors and volunteers, both internally and externally.
- Strong experience in analyzing and interpreting data to drive strategies and the ability to conceptualize, develop, implement and assess strategic development activities. Stay current on direct marketing best practices and maximize the use of data to make strategic recommendations.

CUNY TITLE OVERVIEW

Plans and manages College fundraising strategy and operations.
- Implements and monitors comprehensive resource development program; makes recommendations to improve department policies and procedures
- Fulfills specific goals and targets based on individual portfolio
- Assists Director with developing funding strategies and assessing outcomes
- Oversees annual and/or major gift activities to support strategic plan
- Maintains relationships with donors and sponsoring organizations to cultivate and maintain funding
- Prepares financial reports for management; may write grant proposals
- May manage professional and/or clerical staff
- Performs related duties as assigned.

Job Title Name: Development Manager

CUNY TITLE
Higher Education Associate

FLSA
Exempt

COMPENSATION AND BENEFITS

$73,227 - $82,928

Salary commensurate with education and experience.

CUNY’s benefits contribute significantly to total compensation, supporting health and wellness, financial well-being, and professional development. We offer a range of health plans, competitive retirement/pension benefits and savings plans, tuition waivers for CUNY graduate study and generous paid time off. Our staff also benefits from the extensive academic, arts, and athletic programs on our campuses and the opportunity to participate in a lively, diverse academic community in one of the greatest cities in the world.

HOW TO APPLY

To apply, please visit http://cuny.jobs/ and enter the Job ID# in the “What” section field. Candidates must attach a resume, cover letter, and three professional references (name, title, organization, and contact information) as one file.

**Until further notice, this is a hybrid position, eligible to work remotely and work in the office.

CLOSING DATE
December 5, 2023

JOB SEARCH CATEGORY

CUNY Job Posting: Managerial/Professional

EQUAL EMPLOYMENT OPPORTUNITY

CUNY encourages people with disabilities, minorities, veterans and women to apply. At CUNY, Italian Americans are also included among our protected groups. Applicants and employees will not be discriminated against on the basis of any legally protected category, including sexual orientation or gender identity. EEO/AA/Vet/Disability Employer.