

MIT Job Description

Reports to: Director, Annual Giving	Position Title: Associate Director, Constituency Giving, Annual Giving
Department: Office of External Relations	
Date: 12/20/2021	% Effort or Wkly Hrs: 40 hours/week

Position Overview:

The Associate Director of Constituency Giving will be an integral member of the Annual Giving team who will collaborate closely with Communications and Administration and Operations to produce revenue-generating content and manage participatory donors who give up to \$500 (approximately 3,000 donors with a collective giving potential of over \$500,000). They will be responsible for the strategy, content creation, execution, and success of all direct marketing solicitations and annual giving cultivation and stewardship pieces. This individual will also collaborate with other teams to ensure aligned annual giving messaging is other communications and work to increase constituency giving and retention. Reporting to the Director of Annual Giving, this individual will work to increase participation by create a successful reunion fundraising strategy and other fundraising campaigns to encourage donor retention and acquisition throughout the year.

Principal Duties Responsibilities (Essential Functions):

- Direct Marketing Management – 50%
 - Creates and implements a revenue-generating direct marketing strategy that aligns with the overall OER communications plan.
 - Collaborate with the Director of Annual Giving to identify revenue-generating opportunities that will maximize impact of direct marketing pieces.
 - Responsible for planning and executing a successful annual giving day for both internal and external partners.
 - Acts as the Office of External Relations' liaison to MIT's development office, collaborating with the Alumni Association on 4-5 major appeals and the annual 24-Hour Challenge.
 - Makes strategic decisions based on data; analyzes how direct marketing pieces performed and implements plans accordingly.
 - Responsible for facilitating approval process for writing and data needs.
 - Collaborates with the annual giving coordinator to successfully complete 25-30 direct marketing pieces on an annual basis.
 - Identifies segmentation needs on an annual basis and throughout the year.
 - Manages relationship with external vendors to complete projects in a timely manner and maintain a balanced Direct Marketing budget.
 - Manages one staff member in execution of the Direct Marketing plan.

- Manage constituency giving – 30%
 - Create and execute on fundraising plans for annual giving campaigns such as reunion, giving days, etc.

- Manage a portfolio of donors who make annual gifts up to \$500; work to increase retention and donor acquisition.
- Increase unrestricted support by driving participation through individual outreach.
- Annual Giving Project Work – 10%
 - Coordinate with Annual Giving team on revenue-generating projects as assigned.
 - Collaborate with Annual Giving team to ensure the success of the Annual Fund.
- General responsibilities and other duties – 10%
 - Participate and support all staff high profile alumni events, Reunion Weekend for example
 - Contribute to the mission and goals of the Office of External Relations

Qualifications & Skills

Required:

- Bachelor's Degree in a related field
- Minimum of 4 years of experience in fundraising communications including direct marketing
- Superior judgement
- Ability to work independently and collaboratively as part of a team simultaneously;
- Ability to successfully project manage and collaborate with other teams;
- Ability to work productively and efficiently in a remote setting with ability to be on campus at least 20 days a year;

Preferred:

- Mass solicitation and fundraising communication experience;
- Superior judgment, diplomacy, discretion, and interpersonal skills including the ability to interact with high-profile individuals comfortably and appropriately;
- An ability to become familiar with and successfully articulate MIT Sloan's mission, culture, academic programs, departmental objectives/priorities, and funding opportunities;
- Demonstrated capacity to work effectively with internal stakeholders and external vendors;
- Intellectual curiosity and strong problem-solving skills;
- Proven ability to maintain a positive attitude and be an active team member with a willingness to be flexible and take on new projects as they arise;
- Willingness to play an active role in the Office of External Relations community.
- Ability to write solicitations and stewardship pieces for the Annual Fund.

Supervision Received Reports to Director, Annual Giving

Supervision Exercised Supervises an Annual Giving Coordinator

Competencies:

Collaborate

- **Works towards team success** with humility, as both a member and a leader of formal and informal teams

- **Collaborates with others** while respectfully advancing organizational goals and achieving desired outcomes
- **Communicates openly and effectively** by exchanging high-quality information, ideas, and opinions in an open and timely manner within and outside the school

Contribute

- **Manages ambiguity and navigates change** while being comfortable and confident working in a fast-paced and changing environment
- **Demonstrates desire and drive for learning** that enhances individual performance and contributes to organizational effectiveness
- **Is self-directed and proactive while advancing work and achieving results**

Lead

- **Focuses on impact and outcomes** while working to make a difference and achieve organizational goals
- **Influences others** by gaining commitment, buy-in, and support
- **Initiates and sustains change** that creates value

*** To comply with regulations by the American with Disabilities Act (ADA), the principal duties in position descriptions must be essential to the job. To identify essential functions, focus on the purpose and the result of the duties rather than the manner in which they are performed. The following definition applies: a job function is essential if removal of that function would fundamentally change the job.*