

MIT Job Description

Job Title: Annual Giving Officer 3	Position Title: Associate Director, Class and Reunion Giving
Reports to: Associate Director, Annual Giving	% Effort or Wkly Hrs: 40 hours/week
Department: Office of External Relations	Grade 8

Position Overview:

The Associate Director directly oversees Reunion fundraising for five key Reunions--the 1st and 5th (to build the habit of giving) and the 20th, 25th, and 35th (to maximize dollars raised). They collaborate with Alumni Engagement, Direct Marketing, Communications, Events, and Stewardship to devise an overall engagement, messaging, solicitation, and marketing strategy for all Reunion classes; the incumbent is charged with creating and executing a strategy to grow Reunion giving totals beyond today's roughly \$1.5M in immediate-use funds (more than 25% of the total funds raised for the MIT Sloan Annual Fund) as well as drive increases in the number of major and principal gift commitments secured.

The Associate Director also oversees the Class Gift with a fundraising committee open to all degree programs, but with an emphasis on MBAs and EMBA's. The Associate Director partners with Alumni Engagement to ensure that fundraising and friend raising efforts are complementary.

They identify, recruit, train, and support each of these six committees which have representatives from the various degree programs and, for Reunions, include Board members and top donors to the school, working with them to establish and meet fundraising goals. The Associate Director solicits volunteers and potential volunteers (if they are non-managed) as well as key prospects that volunteers do not reach. With assistance from the Coordinator, they follow up with prospects solicited by volunteers to collect their gifts and/or answer questions.

Role eligible for hybrid work schedule that aligns with OER guidelines.

Principal Duties Responsibilities (Essential Functions):

- Volunteer management – 60%
 - Identify, recruit, train and solicit reunion fundraising volunteers, maintain frequent contact with these leaders; provide information and assistance to support them in carrying out peer-to-peer solicitations. Focus recruitment on leadership-level donors (giving \$2,500-\$250,000/year through the Annual Fund) and influential alumni leaders, including the school's Executive Board and Alumni Board members, and seek to have the committee's membership representative of the class based on degree type, program, geography, gender, race/ethnicity, etc.
 - Solicit significant gifts from volunteers as part of the recruitment process.
 - Working with the leadership and principal gift teams, identify the pool of prospects available for volunteer assignment. Make solicitation assignments to volunteers, either by pool or individually, seeking to have them make asks at the same level of their personal philanthropy whenever possible.
 - Follow-up on pledges secured by volunteers to convert them into gifts. Personally solicit prospects who were assigned to volunteers but not reached to secure their gifts within the Reunion/Class Gift timeframe as well as the top potential donors who were not selected by or assigned to a volunteer.
 - Develop fundraising goals and strategies according to specific estimated gift capacities and assigned ask amounts of the alumni in the assigned classes and seeking to secure extraordinary gifts in honor of Reunions to achieve both dollar and donor goals.
 - Leverage giving days, mass solicitations, and the Dean's Circle to support MIT Sloan Reunion giving and fundraising efforts.
- Program management – 30%
 - Develop a strategy to grow overall Reunion fundraising totals beyond \$1.5M in current-use dollars and to provide incentives and inspiration for major and principal gift prospects to make their six-, seven- and even eight-figure commitments in honor of their Reunions.
 - Serve as the primary strategist and decision-making authority for the Reunion Giving program and its representative within the External Relations team. Collaborate extensively to secure the assistance and resources needed from the Associate Dean and Dean, Leadership and Principal Gifts, Annual Giving Officers, Direct Marketing, Communications, Events, Stewardship, Alumni Engagement, and Administration & Operations to make the program a success, driving increases in giving.

- Set fundraising goals for all Reunion classes based on historical results, capacity and inclination ratings, planned ask amounts for top prospects, standing fundraising records for each Reunion, and other relevant data. Work with volunteers to get their input and buy-in to the goals.
 - Devise overall goals and plans for a three-year pilot Reunion Giving volunteer solicitor program. Develop class-specific goals each year.
 - Secure and/or develop reporting tools that allow the tracking of progress toward goals and reporting on results. Use data and reports for management and planning.
 - In conjunction with the Alumni Experience team, the Communications team, and the Annual Giving team's direct marketing staff, devise a Reunion cycle communications plan and timeline.
 - Partner with the stewardship and events teams to devise Reunion-specific cultivation and stewardship activities.
 - Help frontline staff members leverage Reunion as an occasion to secure increased support by providing class-specific information, lists of prospects, and communication materials.
 - Create and execute a plan for the Class Gift from each year's graduates.
 - Collaborate with External Relations and campus partners to ensure that the Class Gift achieves the goals of educating students about the role of alumni philanthropy in supporting MIT Sloan students and helping them launch a lifelong habit of giving.
 - Engage alumni volunteers (including Executive and Alumni Board members) and senior leaders (including the Associate Dean and Dean) to explain the need for donors and the impact they have on the school and advocate for the soon-to-be graduates' lifelong engagement as donors to MIT Sloan and the Annual Fund.
 - Develop, implement, and document systems that support volunteer solicitation efforts (the sharing of prospect lists, assigning prospects, reporting on gifts received, uploading relevant contact reports and/or biographic changes into the system, etc.), empowering volunteers to raise funds for MIT Sloan and expanding the reach of the External Relations office.
- General responsibilities and other duties – 10%
 - In the absence of the Director of Annual Giving, serve as the primary contact for the annual giving team and represent the team, as needed, at meetings and events
 - Participate and support all staff high-profile alumni events
 - Identify and invite prospects and donors to Sloan events, as appropriate, and to meet with appropriate faculty and staff.
 - Serve as Reunion Giving and Class Gift ambassador across fundraising staff in the Office of External Relations to encourage collaboration and innovation

Qualifications & Skills

Required:

- Bachelor's degree
- Minimum of 5 years of annual fund or relevant experience
- Demonstrated success in managing volunteers and volunteer programs; previous oversight of fundraising volunteers highly preferred

Ability and willingness to travel domestically when travel is approved by MIT Sloan.

Preferred:

- Experience in non-profit fundraising environments.
- An ability to work collaboratively and independently as a part of a team;
- Superior judgment, diplomacy, discretion, and interpersonal skills including the ability to interact with high-profile individuals comfortably and appropriately;
- An appreciation for fundraising as long-term relationship building;
- 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 potentially large benefactors, including superior communication and presentation skills;
- Intellectual curiosity;
- 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 work productively and efficiently from home

Supervision Received Reports to Director, Annual Giving

Supervision Exercised: N/A

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**

Engage

- **Acts with caring and a sense of community** while demonstrating genuine respect towards every person
- **Fosters innovation and experimentation** by applying original thinking, expertise, and professional experience to solve problems and develop new options and approaches
- **Builds diversity and inclusion** by modeling and promoting the MIT values and contributing to an environment where everyone feels supported and is able to thrive

*** 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.*