



Job Description

Job Title: Mgmt 4, Annual Giving	Position title: Director, Annual Giving, OER
Department: Office of External Relations	100% FTE
Reports to: Senior Director of Development	Grade: 11

Position Overview:

The Director of Annual Giving is an integral member of the MIT Sloan Development Team, reporting to the Senior Director of Development. The Director will manage the annual giving team and lead the development of/provide oversight for the overall strategy and annual plans for the MIT Sloan Annual Fund. The Director will regularly monitor and assess the results of all annual giving efforts and use data and information to make decisions.

The Director will represent Annual Giving in broader MIT Advancement and MIT Sloan External Relations meetings and discussions in order to collaborate effectively, leverage partnerships, and advocate for the human and financial resources required to achieve annual goals. The Director will also serve as the Annual Giving point of contact with the MIT Alumni Association team around direct marketing and fundraising volunteer management and with the Recording Secretary’s Office around MIT Sloan Annual Fund gifts and pledges.

The Director will oversee annual giving at the highest levels by overseeing Executive Board and Alumni Board solicitations and managing the Dean’s Circle, creating goals, devising plans to meet them, and ensuring that marketing and stewardship materials effectively support the effort. The Director will devise segmentation and ask strategies and create ask amounts for all solicitable prospects, managed and non-managed. With buy-in and backing from the Executive Director of Development, Senior Director of Development, and Director of Principal Gifts, the Director will work with frontline fundraising staff to ensure that managed prospects are solicited for MIT Sloan Annual Fund gifts every year and, as a default, are invited to join the Dean’s Circle and asked to grow their Annual Fund giving over time.

The Director will help to identify and recruit and then manage and support key volunteer leaders, e.g., potential Co-Chairs of the MIT Sloan Annual Fund and/or Co-Chairs of the Dean’s Circle. Additionally, the Director will carry a portfolio of current and potential leadership annual fund donors and will be responsible for cultivating and soliciting them for MIT Sloan Annual Fund gifts of \$10,000 - \$250,000.

Travel, evening, and weekend work is required.

Principal Duties and Responsibilities (Essential Functions):

Overall Program Management (45%)

- Devise, implement, and oversee the strategy for the MIT Sloan Annual Fund and MIT Sloan annual giving program with a goal of increasing the overall annual fund cash receipts year after year;
- Lead, set strategy for, and execute on the entire annual giving program and fundraising plans to cultivate, solicit, and steward annual giving prospects and donors;

- Ensure coordination with other Office of External Relations and MITAA partners and direct fundraising activity to promote immediate-use, budget-relieving philanthropy to MIT through the MIT Sloan Annual Fund;
- Supervise all annual fund programs including Dean’s Circle, leadership annual giving, direct marketing, class gift, reunion giving, phonathon, Executive Board and Alumni Board fundraising;
- Develop annual goals and regularly track and report on progress to date and giving trends, and use the data and information to make management and programmatic decisions and identify opportunities for additional revenue growth.

Leadership and Staff Management (35%)

- Attend regular meetings with External Relations leaders. Represent the Annual Giving team in decision-making and help to shape broader fundraising goals;
- Manage the annual fund team, including an Associate Director, two Assistant Directors, and a Coordinator; assess and manage workloads, performance, and metrics.

Prospect and Volunteer Management (20%)

- Manage a portfolio (identify, cultivate, solicit, steward) of current and potential leadership annual fund donors and solicit single-year gifts of \$10,000-\$250,000+;
- Develop outreach strategies to strengthen long-term relationships with annual giving prospects;
- Recruit and manage MIT Sloan Annual Fund volunteers and oversee efforts to set and achieve volunteer fundraising goals.

Other duties as assigned or required aligning with OER and Annual Giving strategy and goals.

Supervision Received:

The Director of Annual Giving will report directly to the Senior Director of Development and receive general supervision of duties.

Qualifications:

Bachelor’s degree required; minimum 7 years related experience. Minimum 3 years’ experience supervising staff, managing performance, setting goals, and managing budgets. Strong oral and written communication skills. Comfort, familiarity, and experience working with databases and spreadsheets to gather, assess, and report on data and metrics. Detail-oriented and precise with a commitment to quality control. Demonstrated ability to handle confidential information with discretion, forward-thinking, goal-oriented. Required to travel up 20% of the time. Previous experience working with volunteers. Because OER events or meetings fall on nights or weekends, position will be expected to work to achieve their goals by working when alumni are available. Deals with confidential information and/or issues using discretion and judgment. Ability to work both independently and part of a team, as required.

Preferred:

- Previous experience working for an educational organization.
- Understanding of the case for unrestricted, immediate-use giving.

Competencies: Manage, Lead, Engage, Contribute, Collaborate

*** To comply with regulations by the American with Disabilities Act (ADA), the principal duties in job 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.*