ADMINISTRATIVE POSITION ANNOUNCEMENT

TITLE OF POSITION/RANK: Director of the Fordham Fund

DEPARTMENT: Development and University Relations, Lincoln Center

The Director of the Fordham Fund plays a key role in the Fordham Fund team’s efforts to increase gift revenue and number of alumni and parent donors to Fordham University’s various Annual Funds (unrestricted, school-designated and athletic). The Director will develop annual giving strategy, formulate long-term plans, test approaches and maximize results. S/he will lead the direct mail, phone center, email marketing and crowdfunding efforts of the program. In addition, he or she will be responsible for data quality, and donor segmentation working with Advancement Services. The Director collaborates with the Marketing and Communications teams to develop compelling and effective messaging and design and ensure conformity to Fordham branding standards for all solicitation vehicles.

RESPONSIBILITIES:

- Develop marketing strategy for Fordham’s annual giving programs for its unrestricted, current use and various school funds, analyze and report results and make tactical adjustments as necessary
- Execute the direct mail, phonathon, email, crowdfunding marketing strategy
- Take responsibility for specific class gift efforts for Jubilee, the Rose Hill campus reunion program, and assist with the Lincoln Center Reunion giving program.
- Help the Fordham Fund team implement a robust “peer-to-peer-asking” volunteer program.
- Lead crowdfunding activities for Giving Days and with student groups etc. utilizing Give Campus.
- Serve as the in-house expert on the various data systems that underlie the Fordham Fund’s development effort.
- Help others on team better utilize the tools at hand and, when necessary, step in to help them get the information they need.
- Supervise an assistant director of development responsible for managing the Young Alumni and Student Philanthropy Programs as well as an Annual Giving Officer and Annual Giving Associate.
- Make donor calls to select Doty Society and/or President’s Club prospects.
- Assist where needed in important university-wide special events that will enhance the mission and goals of the Office of Development and University Relations.
- These often will take place on evenings and weekend.

QUALIFICATIONS:

- Bachelor’s Degree required
- Minimum five years’ experience in annual giving at educational intuitions or nonprofit organizations are required, including at least two years’ experience managing professional and/or student employees.
- Fluency with computerized development databases is essential.
- Experience with query-writing and data manipulation is strongly desired.
- Proficiency with Microsoft Office suite is required.
- Exceptional organizational skill is a must, as is a sense of humor.
- Must have strong interpersonal skills and demonstrate personal comportment consistent with DAUR’s core values.

STARTING DATE: ASAP

FLSA CATEGORY: Exempt

SALARY: Commensurate with experience.

SEND LETTER & RESUME: developmentjobs@fordham.edu

Fordham University is committed to excellence through diversity and welcomes candidates of all backgrounds. Fordham is an Equal Opportunity Employer –Veterans/Disabled and other protected categories