
Auburn University Job Description

Job Title: **Spec, Annual Giving**

Job Family: No Family

Job Code: **OA42**

Grade UA06 \$46,100 - \$78,400

FLSA status: Exempt

Job Summary

The Annual Giving Specialist implements and administers comprehensive donor acquisition and donor retention activities to cultivate new philanthropy opportunities and build the annual giving pipeline for the Office of University Advancement. Facilitates omni-channel marketing appeals utilizing multiple channels, providing an analysis of audience segmentation and donor giving data to inform strategies. Demonstrates accountability, responsiveness, and professional rapport with internal stakeholders, serving all units and constituencies, as well as external entities, including daily contact with donors and vendors.

Essential Functions

1. Identifies, researches, and analyzes audience data to determine targeted queries for segmentation based on giving history, affinity, preferential channels and demographics. Oversees data management of all appeals, including preparing and submitting data requests, vetting and finalizing audience segments, and providing direction on additional segmentation to meet acquisition and retention goals.
 2. Contributes to strategic direction for all production-related areas of Annual Giving across multiple direct marketing channels. Works with all constituencies to manage production scheduling, manages working relationships with outside vendors, monitors production calendar and prepares and manages progress reporting.
 3. May be responsible for writing appeals, creating, and distributing emails to targeted donors to cultivate new philanthropy opportunities. Assists in the development of marketing plans, graphics, electronic campaigns, and other for distribution.
 4. May assist in coordinating the production of materials to include content/style editing, designing, and/or copy writing in support of campaigns.
 5. Serves as liaison with external vendors and project managers, Auburn IMS, gift processing, and records to ensure accuracy of pledges and gifts through the phonathon program. Uncovers, troubleshoots, and resolves payment discrepancies, contacts donors and reconciles challenging and complex issues.
 6. Oversees, advises, and audits complex yearly, monthly, and weekly project data pulls and manages pledge payment fulfillment program via texting, email, and direct mail channels. Provides knowledge base and guidance to Call Center Supervisor and Student Supervisors. Creates, updates, and maintains Call Center hiring tracker and administers new caller onboarding policies. May manage and audit bi-weekly student timekeeping for the Call Center by reconciling and approving timecards for payment.
 7. Oversees recurring payment program to include monitoring credit card declinations; attempts to secure updated information and retain donor gifts; serves as primary contact for donor once scheduled payments end; and guides current donors to renew recurring payment processes on Auburn University Foundation's new giving platform, AlumniQ. Communicates with all constituencies regarding gifts valued at \$500+ made via all channels and provides reports on appeal results. Works with gift processing and records to analyze and determine accuracy of data and giving records and report payroll deductions. Stewards Annual Giving email inbox and Call Center voicemail for new gifts, determines delegation of requests for constituencies, and serves as a frontline donor specialist to answer donor queries, requests, and concerns.
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8. Monitors, balances and reconciles department's budget. Performs other administrative duties to include receiving and processing invoices for all department expenditures, balances budget on a monthly basis, reconciles purchasing card statements, purchases all needed supplies, tracks and analyzes return on investment for department projects, and assists with the preparation of the budget. Tracks inventory of direct mail related supplies and prepares new orders via print vendors.
9. Performs other duties as assigned.

Supervisory Responsibility

May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.



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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	No specific discipline. Degree in Communications, Business, Nonprofit Management, or related field desired.
Experience (yrs.)	3	Experience in advancement services specifically related to fundraising, donor marketing and advertising, digital communication, and/or public relations. Experience in a non-profit or academic setting desired.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

Knowledge of all aspects of fundraising, particularly related to Annual Giving donor acquisition and retention. Excellent interpersonal skills, oral and written communication skills, strong organizational skills, program management, and negotiating. Excellent computer skills required with knowledge of Microsoft Office Suite.

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires standing, walking, sitting, reaching, talking, hearing, .

Job occasionally requires climbing or balancing, stooping/kneeling/crouching/crawling, handling objects with hands, and lifting up to 25 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 7/28/2021
