AUBURN
Human Resources

Spec, Annual Giving

Job Description

JOB INFORMATION

Job Code	OA42
Job Description Title	Spec, Annual Giving
Pay Grade	UA06
Range Minimum	$55,840
33rd %	$65,150
Range Midpoint	$69,800
67th %	$74,460
Range Maximum	$83,760
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	7/28/2021

JOB FAMILY AND FUNCTION

Job Family:	University Advancement
Job Function:	Engagement, Annual Giving, & Campaign

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.

RESPONSIBILITIES

- 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.
- 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.
- 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.
- May assist in coordinating the production of materials to include content/style editing, designing, and/or copy writing in support of campaigns.
- 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.
- 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.
- 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

RESPONSIBILITIES

	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.
•	Monitors, balances and reconciles department's budget. Receives and processes 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.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

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

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	No specific discipline. Degree in Communications, Business, Nonprofit Management, or related field desired.	and	3 years of	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.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

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.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing				X		
Walking				X		
Sitting					X	
Lifting	X					
Climbing			X			
Stooping/ Kneeling/ Crouching			X			
Reaching				X		
Talking					X	
Hearing					X	
Repetitive Motions			X			
Eye/Hand/Foot Coordination			X			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise		X			
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Vision Requirements:

Ability to see information in print and/or electronically.