

Alderson Broaddus University  
Office of Institutional Advancement  
**Director of Annual Fund**

**Position Overview:** The Director of Annual Fund manages and facilitates all fundraising activities to grow and sustain the institution's Annual Fund.

The overall purpose of this position is to support and promote the mission and goals of Alderson Broaddus University through fundraising, grants management, and the cultivation of relationships with key alumni and business stakeholders, to be consistent with the position's duties and responsibilities.

**Essential Responsibilities and Duties:**

- Develop, implement, and maintain an effective and measurable *Annual Fund plan*.
- Plan, develop, and execute appropriate fundraising appeals based on effective and innovative solicitation strategies, e.g. *Direct Mail, Internet, Phonathon, Monthly Giving, Segmented Solicitation, Faculty/Staff Giving, etc.*
- Cultivate and maintain a list of alumni and business prospects for the purposes of moving donors up giving levels and to identify new prospects for on-going and sustainable growth of the Annual Fund
- Report the regular status and progress of the Annual Fund as required by the University President and/or Vice President

**Required Knowledge, Skills, and Abilities:**

- Two or more years experience in fundraising/advancement field or other comparable fields such as, but not necessarily excluded to, marketing and sales, educational administration, public relations, business administration, and communications.
- Experience in higher education is a plus.
- Working knowledge of Microsoft Office, i.e. Word, Access, Excel
- Literacy in key digital technologies/computer/internet/email/social media/presentation software
- Strong organizational and multi-tasking abilities
- Excellent oral and written communication skills
- Is a team player and works well in collaboration with others and/or independently as needed
- Exhibits professional behavior and dress
- Able to meet deadlines
- Is comfortable speaking publicly and/or hosting events as needed
- Demonstrates the highest standards of personal and professional integrity

**Preferred Qualifications:**

- Experience with database software. (Raiser's Edge or equivalent)
- Bachelor's degree or higher in related field or 3 years of related work experience.