



Monmouth

COLLEGE®

DESCRIPTION, DUTIES & EXPECTATIONS OF POSITION

POSITION TITLE:	ASSOCIATE DIRECTOR OF THE 1853 SOCIETY
PERSONNEL CLASSIFICATION:	ADMINISTRATIVE STAFF, FULL-TIME
DEPARTMENT:	OFFICE OF DEVELOPMENT AND COLLEGE RELATIONS
DEPARTMENT HEAD:	VICE PRESIDENT FOR DEVELOPMENT AND COLLEGE RELATIONS
IMMEDIATE SUPERVISOR:	DIRECTOR OF DEVELOPMENT AND ALUMNI ENGAGEMENT

GENERAL OVERVIEW: The Associate Director of the 1853 Society is an integral member of the college's fundraising team. The Associate Director works with the Director of Development and Alumni Engagement and other associates within the development office to achieve increased levels of annual support from alumni, parents and friends, specifically in support of the Monmouth Fund.

The Monmouth Fund provides \$2 million in operating support for the College from an average of 20% of alumni. The goal for the Fund is to consistently maintain best-practice participation while meeting the goals for the College's overall operating budget and identifying areas of revenue growth. The leadership giving program presents an opportunity for developing stronger alumni, parent and friend relationships with Monmouth through philanthropy at milestone levels, deepening our largest supporters' connections to the College through increased gifts, engagement, and stewardship activities.

As the Associate Director of the 1853 Society, s/he will develop a strategy and process to identify, cultivate, solicit, steward, and renew Monmouth Fund donors at the \$1,000 level and above.

PRIMARY & ESSENTIAL DUTIES: Responsibilities may include, but are not necessarily limited to the following:

- Solicit and secure at a satisfactory level gifts of \$1,000 and higher from alumni, parents and friends of the College. Annual dollars raised in new monies should total at least \$100,000.
- Develops and manages an active portfolio of regionally and constituency based prospects from identification through cultivation, solicitation, and stewardship.

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- Work collaboratively with and in support of volunteers, other development and advancement staff, and other College representatives to cultivate and solicit donors for college-wide priorities.
- Monitor all prospect contacts to ensure positive and purposeful prospect and donor relations.
- Participate in all aspects of the gift cycle:
 - Initiate contacts with potential leadership donors
 - Develop appropriate cultivation strategies for them, including working with volunteers.
 - Move potential donors in appropriate and timely fashion toward solicitation and closure
 - Make solicitations when appropriate
 - Maintain stewardship contacts with donors; adhere to the highest ethical standards; demonstrate empathetic disposition, and perseverance; reflect optimistic and positive attitude, and convey sensitivity to needs of the donors.
- Identify and personally visit prospective donors totaling at least 140 visits per year, or 12 personal visits per month (40 of which should be first time visits or discovery).
- Complete 15 new multi-year Letters of Commitment at the \$2,500-\$5,000 level.
- Work closely with major gift officers and Monmouth Fund staff to maintain consistent, balanced messaging and management of 1853 Society leadership giving donors.
- Develop strategies for moving donors already within the 1853 Society to higher giving levels.
- Oversee the implementation and growth of the 1853 Society for GOLD alumni (Graduates of the Last Decade) program.
- Research and explore best practices and implement new ideas to strengthen current program and increase results.

OTHER DUTIES:

- Assist in donor recognition events and activities associated with major donor and athletic events, both on campus, in the community and away.
- Assist on and participate in Office of Development and College Relations events and activities as requested (e.g., Homecoming, Family Weekend, Donor Recognition Events, ground-breakings and dedications, Monmouth Associates, President’s Senior Gala, Commencement, Golden Scots Reunion Celebration, etc.).
- Other projects and activities as assigned by supervisor and the Vice President for Development and College Relations.
- Performs other duties as assigned.

JOB REQUIREMENTS/QUALIFICATIONS (required unless otherwise noted):

- A minimum of a bachelor’s degree and professional and/or volunteer experience in philanthropic fundraising, nonprofit organizations, public relations, advertising, marketing, or a related field.
- Highly motivated, self-starting professional
- Excellent interpersonal, writing, and speaking skills.

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- Ability and willingness to work evenings and weekends to participate in other Development and College Relations events and activities.
- Willing and able to travel extensively. Must possess a valid driver's license and satisfactory driving record.
- Ability to work independently and cooperatively on a team. A strong work ethic and attentiveness to detail are required.
- Ability to multi-task and keep more than one project on schedule at the same time.
- Ability to understand the needs and interests of leadership donors in order to develop relationships between them and the college.
- Possess a warm, outgoing, energetic, positive demeanor.
- Superior people skills that include tact, diplomacy and sophistication.
- Excellent telephone and conversation skills.
- Familiarity with, and appreciation for, the role of the small liberal arts college is essential.
- Interest in all aspects of education and a dedication to promoting the college's fundraising priorities through developing excellent relationships with professional colleagues, donors, alumni, faculty, staff, trustees, and students is required.
- Computer literacy skills to perform duties of the position including working knowledge of shared database systems, Word, Excel and PowerPoint.

GENERAL EXPECTATIONS OF POSITION:

Regular attendance on the job is an essential function of the position. Maintain regular and timely work hours as assigned by the position supervisor, and be prompt in arriving at the office every day; normal office hours are 8 a.m. to 5 p.m., Monday through Friday; regular schedule may be adjusted to reflect certain responsibilities. Work at least eight hours each day (not including breaks and lunch periods). Work additional time (weekends and evenings) as necessary to successfully carry out all position responsibilities and achieve program goals and results. Instructions and assignments are to be carried out in a manner that promotes and is consistent with the intrinsic goals of Monmouth College. All requirements are subject to change, with possible modifications made to reasonably accommodate individuals with disabilities.

ADDITIONS, AMENDMENTS, AND DELETIONS:

The whole or any portion of this Position Description may be added to, amended, or deleted at any time by the position supervisor, department head or President.

DISTRIBUTION:

One (1) copy of this document will be provided to the employee, immediate supervisor, and department head. An additional copy will be maintained in the employee's personnel file.