



## Assistant Director of Development

Management Range: I2

Board Approved: 03/14/24 P. 1|3

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job; however, any additional duties will be reasonably related to this class.*

### **SUMMARY DESCRIPTION**

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Under the supervision of the Director, contributes significantly to the overall success of the Foundation. The position is responsible for the generating external support for the Foundation, with a special focus on annual giving.

### **REPRESENTATIVE DUTIES**

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*The following duties are typical for this classification.*

1. Develop and execute multi-channel annual giving solicitation strategies with a focus on new, renewing, and lapsed donors.
2. Build and nurture relationships and solicit recurring and one-time donations up to \$2,500.
3. Build and implement a robust annual giving program utilizing a variety of approaches.
4. Cultivate meaningful relationships with leadership donors (donors who provide cumulative annual gifts of at least \$1,000), the Foundation, and the College.
5. As part of the larger team, participate in community events related to generating external sources of income to support the College and Foundation.
6. Identify, analyze and facilitate new fundraising efforts and opportunities. Evaluate results.
7. Advise on donor recognition programs.
8. As part of a larger team, make recommendations for strengthening overall resource development efforts.
9. Coordinate alumni engagement program.
10. Work collaboratively with the Foundation, developing strategies and activities in accordance with Foundation by-laws and with the rules and regulations governing non-profit, 501(c)(3) organizations.
11. Conduct research related to fundraising efforts.
12. Adhere to guidelines for maintaining the confidentiality and security of all Foundation matters.
13. Assist with preparation and dissemination of the Annual Report.
14. Use appropriate technology including donor databases for planning and recognition purposes.
15. Attend and participate in professional development opportunities.
16. Performs related duties as required.

### **MINIMUM QUALIFICATIONS**

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*The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

#### **Knowledge of:**

- Operational characteristics, services, and activities of a development program.
- Principles, methods, procedures, and strategies of fundraising, and alumni development.
- Planning and implementation of development programs using college and community resources.



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- Pertinent federal and state regulations governing non-profit organizations.
- Principles and strategies of fundraising through annual giving, capital campaigns, and corporate giving.
- Principles and procedure of alumni relations, donor cultivation, donor stewardship, donor appreciation, and direct fundraising to support student scholarship, and academic and campus programs.
- In depth knowledge of annual giving.
- Use of technology in maintaining accurate development data.
- English usage, spelling, grammar, and punctuation.
- Principles of public and non-profit administration.
- Applicable uses of word processing, spreadsheet, and database software packages.
- Principles and practices of program development and administration.

### **Ability to:**

- Participate in the development and administration of goals, objectives, and procedures for assigned area.
- Gather and analyze data and situations and make appropriate decisions.
- Prepare and present comprehensive, concise, clear oral and written reports.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Interpret and apply California Education Code, Title 5, federal, state, and local policies, laws and regulations as it relates to the position.
- Establish and maintain relationships with alumni, community members, corporations, and potential donors.
- Establish and maintain cooperative relationships in a diverse learning environment.  
Design, create, and implement use of resources.
- Plan, organize, and coordinate multiple activities.
- Renew and sustain giving.
- Secure long term fundraising capabilities.
- Lead volunteers as effective fundraisers and representatives of the institution.
- Demonstrate professionalism, fairness, and honesty in all aspects of the performance of duties.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

### **Education and Experience Guidelines**

#### **Education/Training:**

- A Bachelor's degree from an accredited college or university.

#### **Required Experience:**

- Two (2) years of experience in fundraising, preferably in a higher educational setting or a non-profit organization.



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### **Preferred Experience:**

- Experience in a higher education setting.
- Experience in business, marketing finance, community relations, fundraising and/or event-planning.
- Experience in a non-profit organization.
- A Master's degree from an accredited college or university.

### **PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

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*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Work is performed primarily in a standard office setting.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

**Hearing:** Hear in the normal audio range with or without correction.