Position:  Associate Director of Advancement Engagement

Reports to:  Director of Advancement Engagement

Department:  Advancement Engagement

FSLA Status:  Exempt

EEOC Job Category:  Professional

Scope
Under the direction of the Director of Advancement Engagement, the Associate Director has primary responsibility developing and managing special events, programs and activities designed to strengthen and maintain life-long relationships with the college and create deeper philanthropic engagement with McDaniel College.

Basic Responsibilities
Manage events, programs, activities and communications designed to engage major and planned gift suspects and prospects and major donors, as well as Advancement events hosted at the home of the President or by the Special Liaison for College Relations. Maintain records and materials that support recognition of donors, provide opportunities for future donors and assist Institutional Advancement staff in their efforts. Actively cultivates relationships with donors to inspire their philanthropic interests.

Specific Responsibilities
1. Manages the planning and coordination of events both on and off-campus specifically overseeing logistical aspects including site reservation, set-ups, decorations/materials/gifts, catering, invitations, maintenance and management of timelines/checklists/event databases utilizing Raiser’s Edge software. Initiates preparation of supporting materials including research for President, Special Liaison for College Relations, Vice President for Institutional Advancement, gift officers and other staff. Creates annual report of all events including ROI, attendee assessment, outcomes and follow-up. This report should reflect progress toward annual goals.

2. Designs and implements process to document historical records of named spaces, developing and maintaining a list of current naming opportunities for building and renovation projects. In conjunction with Physical Plant and Director of Capital Projects, maintains inventory (plaque registry) of named spaces that complements building/site plans, ensuring that donor recognition is not removed or replaced without involving the donor in the decision-making process.

3. Establish and oversee donor gift records utilizing the Raiser’s Edge database. Ensures that proper materials and resources are available for gift officers to utilize in cultivation and stewardship of suspects, prospects and donors. Manage and maintain inventory of these materials and resources for use by Institutional Advancement staff.

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of supervisors to assign, direct, and control the work of employees under their supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.
4. Coordinates major donor mailings such as leadership briefings to top donors, Presidential holiday mailing and endowed fund updates – managing database information, creating mailing, coordinating logistics with President’s Office.

5. In cooperation with Associate Director of Alumni Relations, Student & Young Alumni Programs and Assistant Director of Annual Giving, educates and engages students in stewardship events and activities involving donors to build a culture of philanthropy among students.

6. Working in conjunction with the President’s Office, prepares and staffs Special Liaison for College Relations for events associated with Institutional Advancement and the use of President’s Home dealing with correspondence and coordination of biographical information on attendees; works in conjunction with the Executive Assistant to the Vice President for Institutional Advancement to ensure the calendar for the Special Liaison is managed and appointments are scheduled in a timely fashion. Creates and manages event databases, maintains standards for invitations for Institutional Advancement events that involve the President and Special Liaison for College Relations as well as those that involve the use of the President’s Home.

7. Supports the Special Liaison for College Relations role with the McDaniel Women’s Leadership Circle (MWLC) and Spouses and Partners of Trustees (SPOT). Assists with the planning and coordination of programs and events associated with the MWLC and SPOT.

8. In partnership with the Executive Assistant to the Vice President for Institutional Advancement, manages Institutional Advancement programs and events including the purchase of supplies and logistical planning for meetings, retreats, and other special occasions.

9. Manages the Gift Acknowledgement process in cooperation with the Gift Services and Accounting Manager.

10. Utilizes benchmarking process to seek out best practices in areas that can improve Advancement Engagement program.

11. Participates in and supports Alumni Relations activities including regional programs, Homecoming, spring reunions and other events as needed.

12. Supervises the Advancement Engagement Student Worker, providing guidance and assigning duties as needed.

13. Performs all other duties as assigned by the Director of Advancement Engagement.

**Qualifications**

1. Bachelor’s degree required and minimum of five years of experience in event planning and fundraising; experience in marketing and communications preferred.

2. Proven ability to manage multiple projects, set priorities and meet deadlines.

3. Strong interpersonal and communication skills are essential.
4. Must possess tact, diplomacy and discretion in confidential matters.

5. Effective time management, planning and organizational skills are essential.

6. Must possess excellent computer skills including database management. Experience in utilizing social media in conjunction with event management preferred. Experience with Microsoft Office applications is required. Administrative computing systems experience is highly desired with a preference given to Raiser’s Edge fundraising software.

7. Willingness to work evenings and weekends to support programming and events as required.

Physical Characteristics:
- This position requires sitting for long periods of time, as well as some bending and stooping when working with files. This position does have some limited lifting involved but not more than 10 pounds at a time. Quite a bit of finger/hand dexterity is involved in regards to typing and/or filing. The overall setting of the job is in an area conducive to a normal office environment with minimal exposure to adverse conditions.