



Office of Institutional Advancement

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The Office of Institutional Advancement Office at Manhattanville College seeks an energetic, motivated and experienced Annual Giving Officer to play a critical role in the team working to increase fundraising at the College. The Annual Giving Officer will participate in creating and implementing a comprehensive strategy to retain and steward existing donors as well as engage new supporters in the Annual Fund.

The Annual Giving Officer must be comfortable utilizing a variety of fundraising techniques including: face-to-face solicitations, volunteer engagement, direct mail, phonathon, online giving, special events, student initiatives and social media. S/he will collaborate with all members of the Advancement team and willingly track progress toward Key Performance Indicators throughout the fiscal year.

Specific responsibilities include (but are not limited to):

- Assist in developing an annual calendar and work plans for the Annual Fund multi-channel strategy.
- Actively cultivate and solicit a portfolio of alumni of the last fifteen years to increase annual giving participation.
- Take a leadership role in developing and implementing online fundraising campaigns such as Giving Tuesday.
- Manage and improve the Smythe Society program for loyal donors.
- Develop methods for ensuring accurate segmentation of donor records; extract reports and mailing lists from Raiser's Edge.
- Create and maintain accurate records to track revenues and expenses against goals for the Annual Fund.
- Collaborate with Alumni Relations department on reunion activities and alumni events.
- Interface with campus departments to engage staff as needed for fundraising, connecting with students, developing volunteer participation, and other activities.
- Supervise student workers as needed.

Other responsibilities may include targeted annual giving programs, strategies for recapturing past donors and acquiring new donors, researching individual donors, communications with various College constituencies

Qualifications:

- Proven success in fundraising in higher education required.
- Excellent written and verbal communication skills.
- Ability to work under pressure and to meet deadlines.
- Undergraduate degree in liberal arts, communications, marketing or similar. Appreciation for a liberal arts education.
- Strong skills in Microsoft Office. Experience with Raiser's Edge or similar donor database.
- Demonstrable knowledge of social media for business/fundraising purposes.
- Excellent organizational skills and attention to detail.
- Ability to analyze and utilize data to develop efficient fundraising strategies.
- Experience working with volunteers or other external constituencies with a high level of customer service and follow up.
- Team player with ability to work collaboratively as well as individually.
- Must have a positive, "can do" attitude, creativity, adaptability and ability to deal effectively with challenges.
- Ability to work occasional nights or weekends as needed.

For consideration, send cover letter, resume, and 2 writing samples along with contact information for three references to humanresources@mville.edu.