

# COLLEGE OF CENTRAL FLORIDA

## JOB DESCRIPTION

JOB TITLE: COORDINATOR - RESOURCE DEVELOPMENT - (ANNUAL GIVING & ALUMNI)  
PAY GRADE: P-3  
OVERTIME STATUS: EXEMPT

### MAJOR RESPONSIBILITY:

This position performs professional work in the design and implementation of a comprehensive annual giving and alumni relations program. The focus of the program is to develop and engage the community and alumni in support of events, services and giving opportunities offered by the college. This position identifies and implements specific strategies to cultivate and solicit individual annual giving prospects for annual giving purposes. This individual provides staff leadership for the successful campus giving campaign.

At the College of Central Florida, our vision is to be "Your first choice for quality higher education." We aim to accomplish this by providing a caring and exceptional learning environment that fosters the success of our students and community. Candidates considering becoming part of the CF family must be able to embrace and model this philosophy in their day-to-day responsibilities and demonstrate our standards: professional, responsive, informative, dependable and engaged.

### PREREQUISITES FOR POSITION (Qualification Standards):

1. Education or training: Bachelor's degree from a regionally accredited institution of higher education in education, management or a related field required.
2. Years of experience in field: Two years' professional full-time experience in fundraising, alumni relations, public relations, or a related field with a proven track record of success required. Experience working with committees, volunteers and organizations preferred.
3. Special skills or abilities related to position: Strong positive human relations skills. Excellent oral and written communication skills. Proficiency in Microsoft Word, Excel, PowerPoint and constituent management software (such as Razor's Edge). Ability to develop and implement creative fundraising and marketing strategies. Excellent planning and organizational skills. Ability to concurrently handle multiple events and set priorities. Ability to independently travel to other locations for college business. Work in a fast-paced, demanding environment. Work effectively with populations representing diverse backgrounds, life experiences and abilities.

ESSENTIAL JOB FUNCTIONS:

1. Serve as the primary coordinator for the annual giving programs, including, but not limited to:
  - a) Recommending an annual giving plan, including campaign goals, benchmarks, and timelines, and being accountable to same.
  - b) Develop, lead and manage broad-based and targeted direct solicitation programs that include, but not limited to, direct mail, phone-a-thon, e-blast and social media initiatives.
  - c) Manage, cultivate and grow annual giving current and prospective individual donors at the \$500 and up level.
  - d) Assist with maintaining the data base to support the annual giving campaigns.
  - e) Prepare monthly and other summative reports.
  - f) Prepare a budget and monitor expenditures.
  - g) Prepare a final summary report on all activities, with future recommendations.
2. Work with Marketing and Public Relations on communications to support the Annual Giving Campaign.
3. Provide staff support for Alumni Committee meetings.
4. Work with alumni on a selected number of alumni events (annual events, graduation receptions, etc.) and coordinate miscellaneous events and activities as necessary.
5. Coordinate activities and programs for engaging and cultivating annual giving donors/supporters and alumni. Promote networking among alumni and College personnel to promote the interests of alumni and strengthen the value of those interactions on behalf of the college using appropriate technologies and communication channels.
6. Select, enlist, and train all volunteers necessary in the annual giving and alumni relations program.
7. Provide support and assistance to other activities or programs as may be requested from time-to-time to successfully implement the annual giving/alumni resource development program.

(These essential job functions are not to be construed as a complete statement of all duties performed.)

PHYSICAL DEMANDS:

The physical demands described here 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 functions.

- Acceptable eyesight (with or without correction).
- Acceptable hearing (with or without hearing aid).
- Ability to clearly communicate both orally and in writing on a telephone and on a computer for extended periods of time.
- Routinely requires sitting at a desk and viewing a display screen for extended periods of time.

PHYSICAL DEMANDS: (Continued)

- Ability to access, input, and retrieve information from a computer or other electronic device.
- Routinely requires moderate (up to 40 pounds) lifting and carrying.
- Routinely requires walking, standing, sitting, kneeling, stooping, reaching up, twisting and bending.

ENVIRONMENTAL CONDITIONS

- Works in an office environment.

(Reasonable accommodations will be made for otherwise qualified individuals with a disability.)

PRIMARY LOCATION OF JOB: CF Foundation

SUPERVISOR OF POSITION: Director of Development