



DESCRIPTION, DUTIES & EXPECTATIONS OF POSITION

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| POSITION TITLE: | ASSISTANT DIRECTOR OF THE MONMOUTH FUND |
| PERSONNEL CLASSIFICATION: | ADMINISTRATIVE STAFF, FULL-TIME |
| DEPARTMENT: | OFFICE OF DEVELOPMENT AND COLLEGE RELATIONS |
| DEPARTMENT HEAD: | VICE PRESIDENT FOR DEVELOPMENT & COLLEGE RELATIONS |
| IMMEDIATE SUPERVISOR: | DIRECTOR OF ALUMNI ENGAGEMENT |

The Assistant Director of the Monmouth Fund is instrumental in securing annual support from alumni, parents and friends of the College. The Assistant Director will have responsibilities to grow and develop Text-to-Give campaigns, Day of Giving/Crowdfunding programs, Student Giving participation and Engagement, Parent participation and Engagement, Online Giving participation and maintains the Department's website presence. He/she manages the following Monmouth Fund programs: Senior Class Gift, Phonathon, Recurring Giving and Faculty and Staff Giving. The Assistant Director works with the Director of Alumni Engagement and other associates within the development office to achieve increased levels of annual support from alumni, parents, and friends of the College.

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

- Working with other members of the department, assist in planning, organizing, executing, and evaluating annual giving solicitations to secure philanthropic support for Monmouth College including targeted mailings, telephone calling, texting, and e-communications to alumni, parents, students, and other friends of the College.
- Update supervisor regularly about progress on annual giving solicitations and projects including preparing and distributing daily, weekly, and monthly results and statistics.
- Research and explore best practices, with special focus on online giving, phoning, texting, giving days, and web utilization to strengthen current program and increase results.
- Develop and execute an annual strategy to secure support (renewals and acquisitions) using both a phonathon and a text-to-give platform.
- Recruit a vibrant and engaged senior class gift committee to develop a strategic plan for selecting a class project and raising funds for the senior class gift.

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- Recruit, hire and train students and volunteers to have conversations with prospects, answering questions and soliciting support as appropriate.
- Manage the phonathon budget, coordinate purchase orders, and purchase supplies.
- Aggressively promote online giving through one-time and recurring gifts to the College by producing solicitation strategies to include effective e-communications to alumni and other donor prospects with objectives to grow online and recurring giving.
- Utilize streaming video, photos, music, animation, graphics, special effects, etc.
- Working with the Director of Web Initiatives, develop and maintain the content of the College's advancement section of the Website and online giving pages.
- Develop strategic content, annual plans and goals that lead to deeper involvement by parents of current students, and to a lesser extent, parents of alumni, to generate greater philanthropic support and volunteer interest.
- Work closely with campus partners in Admissions, Student Affairs, the Wackerle Career & Leadership Office and Communications and Marketing to ensure a cohesive and coordinated approach to the overall parent community.
- Other projects and activities as assigned by supervisor and the Vice President for Development and College Relations.

SUPERVISION:

- Provides direct supervision (hiring, training, directing, etc.) of student callers.

QUALIFICATIONS:

- 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.
- Excellent interpersonal, writing, and speaking skills, including superior people skills that include tact, diplomacy and sophistication.
- Ability and willingness to work evenings and weekends.
- Ability and willingness to travel. Must possess a valid driver's license and satisfactory driving record.
- Ability to multi-task and keep more than one project on schedule at the same time.
- Outstanding determination to motivate and engage student workers and alumni volunteers individually and in groups; ability to be comfortable asking students and alumni to assist with College projects.
- Familiarity with, and appreciation for, the role of the small liberal arts college is essential.
- Ability to maintain good relationships with professional colleagues, donors, alumni, faculty, staff, 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 office hours as needed or assigned. Conduct is expected to be professional and courteous. Instructions and assignments are to be carried out in a manner that

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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.

WORK RELATIONSHIPS: Reports to the Director of Alumni Engagement. Works directly with other members of the Development and College Relations staff. Expectations are for daily contact with donors and associated persons, and frequent contact with staff, coaches, faculty, students, other members of the campus community and public.

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.