

Market Title: Annual Giving Programs Intermediate Manager (101328)

Working Title: Lead Manager, Telefund

Department: **Annual Giving, Office of University Development**

Reports to: Associate Director of Annual Giving, Telefund

Direct Reports: Up to 30 Telefund Student Managers and Supervisors, 50-80 Student Gift Officers

Position Summary: As assistant director at Michigan Telefund you will manage the daily functioning of the call center and the student staff. You will help develop and execute strategies to achieve unit fundraising goals of our 3 campuses, and the professional development of student leadership and fundraisers. Much time will be dedicated to donor records management in our call center software, and providing data analysis and reports to Telefund and other university departments. With a high degree of autonomy, you will work closely with the associate director and administrative assistant to manage call center operations and develop innovative solutions to dynamic challenges. You will engage in a high degree of creativity, innovation, and self-motivation.

This is a full-time, term limited position ending after three years from the hire date and is eligible for benefits. Before the end of the term, it could be considered for a term extension.

Responsibilities Summary: As assistant director at Michigan Telefund you will provide full-time onsite management of evening and weekend calling shifts; from determining calling assignments and daily goals to managing the floor staff and performance targets. You will oversee the development of 50-80 student workers. You will conduct regular analysis of donor results, caller performance, operating budgets and others to maximize Telefund and school partner outcomes. You will develop strategies to improve the effectiveness of the program, while identifying new opportunities. You will work with full time staff and student teams developing creative motivation and recognition programs to achieve Telefund's fundraising goals, fulfill budget requirements, and meet production deadlines.

Responsibilities

45% - Staff and shift management

- Manages nightly calling shifts
 - Make daily calling assignments to maximize Telefund productivity, caller performance, and unit budget allocations.
 - Evaluate calling procedures to improve process, efficiency, and accuracy.
 - Calculate and meet nightly productivity goals.
 - Maintain an active presence on the calling floor during evening and weekend shifts.
 - Work with administrative assistant on student attendance and scheduling processes.
 - Manages student caller and leadership staff
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The University of Michigan – Position Description

- o Manage a staff of 10-15 student leadership (managers and supervisors).
 - o Develop, enact, and enforce employee policies and procedures.
 - o Help plan and execute student hiring, training, evaluations, discipline, and retreats.
 - o Participate in student leadership meetings.
 - o Manage at least one student management team (coaching, motivation, recruiting & training, and data).
 - o Provide high-level caller performance feedback in various formats.
- Ongoing activities
 - o Monitor and assess the effectiveness of call center activities.
 - o Develop strategies and action plans for short and long term goals.
 - o Prepare reports and data analysis of call center performance.
 - o Assist with student motivation, incentive and recognition programs.
 - o Assist with student management, training and evaluation.
 - o Maintain documentation and resources for call center procedures.

30% - Phone campaign management

- Manage process of calling project setup and data preparation.
- Manage call center calling software and quality controls.
- Prepare calling scripts, talking points, objection responses, and support materials.
- Monitor Telefund and caller performance trends.

10% - Production process

- Identify challenges for student callers and develop training programs for presentation or online.
- Monitor progress toward project deadlines and milestones, performance goals, and unit budgets.
- Participate in fiscal year planning, also project management, development, and evaluations.

10% - Liaise with Student Philanthropy Team

- Regularly attend Student Philanthropy meetings to identify synergies and opportunities for collaboration.
- Share best practices and leverage existing relationships to benefit both teams with a focus on improving Telefund staff levels by increasing applications and strengthening retention programs.

5% - Additional tasks

- Prepare and present monthly, mid-year and end-of-year reports.
- Help train and onboard new staff and student members to Telefund.
- Complete other projects and tasks as assigned.
- Maintain knowledge of current trends in annual giving and telefundraising.

Required qualifications:

- Bachelor's degree in marketing, communications, business administration, or related field.
- 1+ years of experience with non-profit annual giving or telemarketing programs.
- Knowledge of call/contact center environment, statistical analysis, project management and database management.
- Attention to detail.
- Entrepreneurial attitude.
- A commitment to diversity, equity and inclusion in the workplace.

Desired qualifications:

- Knowledge of calling software system(s) for fundraising.
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The University of Michigan – Position Description

- Fundraising experience in a higher education environment.
- Understanding of SQL-based programming, data analytical systems and database management.
- Knowledge of Excel, Google apps, and other office management software.
- Innovative solutions to fundraising, recruiting, and marketing challenges.
- Experience with student employee motivation.