



University of Alaska
Many Traditions One Alaska

Position Job Duties

530131_Associate Director of Development

50% Relationship Management:

At the direction of the Executive Director of Advancement, the Associate Director of Development will manage a portfolio of donors in the mid-level gift range to identify, qualify, cultivate, solicit, and steward supporters, including adding new discovery prospects and subtracting those who are no longer on the path to donate. Manage the leadership giving and mid-level giving pipeline to major gift development and make recommendations for donors to be transferred to major gift level portfolios.

The Associate Director of Development will be responsible for building and maintaining a leadership level/mid-level portfolio of roughly 100-150 individuals, organizations, businesses and foundations with 75% in discovery, cultivation and solicitation and 25% in stewardship. A mature portfolio should yield an average of 20-40 gift conversations (conducted via multimedia methods, written correspondence and face-to-face visits) annually.

Feeders to the Associate Director of Development's portfolio will be the leadership annual giving (\$500+) as well as leads from UAS Office of Advancement (Development and Alumni Relations), the UA Foundation, and university leadership. Performance will be measured on activity outputs, rather than dollars raised. All benefactor contacts and proposals are recorded in Raisers Edge, the University's fundraising database. Gift conversations may include a variety of giving vehicles including IRA distributions, gifts of stock, gifts in-kind, current giving, employee giving, gift planning, etc.

This position requires independent initiative to research and proactively foster relationships with current and potential benefactors. In preparation for benefactor meetings, the Associate Director of Development will be responsible for working with department colleagues in proposal and meeting material creation.

40% Develop, Analyze & Manage Mid-Level Giving Strategies :

The Associate Director of Development will manage mid-level giving activities including personalized renewal, upgrades, acquisition, and acknowledgment. The position will develop and test effective strategies to acquire new mid-level benefactors, retain current members, and upgrade contributions. Using Raiser's Edge and Tableau, the Associate Director of Development will track communication, view data, and assist in analyzing data to inform and prioritize individuals and strategies; aid in the development and implementation of donor



University of Alaska
Many Traditions One Alaska

Position Job Duties

strategies and communication; and actively participate in the creation of fundraising activities and events that help support these efforts.

In coordination with the Executive Director of Advancement, the Associate Director of Development will integrate their efforts with UAS's overall broad-based fundraising program and development department strategies to support the goal of increasing philanthropic support to the University of Alaska Southeast supporting our campuses in Juneau, Ketchikan, and Sitka. Assist with the coordination of fundraising activities related to key donor relationships and proactively maintain relationships with existing donors to solicit gifts and utilizing other tools to help deepen the donor relationship with UAS.

In partnership with the Executive Director of Advancement, the Associate Director of Development will coordinate cultivation of high level gifts and stewardship activities with university leaders, such as UAS's Deans and Directors. Additionally, the Associate Director of Development will use tools such as Thankview and pledgemine to customize and individualize outreach to mid level donors.

The Associate Director of Development is also responsible for researching University policy and procedures for differing giving vehicles, and UA Foundation fund types (endowments, scholarships, memorials, etc.)

10% On an ongoing basis, interact and strategize with senior leadership team members: Chancellor, Provost, Vice Chancellors, Executive Director of Advancement, UAS Deans and community campus directors, UA Foundation executive director, as well as external committee members and key advisors with the goal of advancing UAS's mission and philanthropic success. Provide understanding about and facilitate the implementation of endowments, charitable remainder trusts, bequests and naming opportunities. Participate in weekly and monthly Office of Advancement team meetings. Attend staff meetings, attend professional development workshops and conferences; review professional publications; serve on cross-functional teams and committees as appropriate. Perform all other duties and tasks required to support all new or proposed fundraising events and activities. Use Raiser's Edge to record activity, relevant conversations and other contact with donors.

Take a leadership role in local, civic organizations in the Southeast Alaska region including, but not limited to Juneau, and other strategic community and statewide organizations. Continue to educate self about fundraising, public relations, planned giving, strategic gifts and marketing strategies that will advance UAS's mission and fundraising success.



University of Alaska

Many Traditions One Alaska

Position Job Duties