

Finding the Right Staff

Sample Parent Fundraising Job Descriptions

Instructions

Use the following job descriptions to craft your position posting for a parents fundraising position.

In some instances the position may be either housed in Student Affairs or have dual reporting to Student Affairs.

Sr. Associate /Associate Director, Parents' Fundraising

Job Description:

The Associate or Senior Associate Director, Parents' Fundraising reports to the Director of Parents' Fundraising and is responsible for the direct cultivation, solicitation, and stewardship of domestic and international **Institution Name** parents capable of gifts in the range of \$100,000 to \$2,500,000. The Associate or Senior Associate Director will manage a portfolio of prospects, heavily weighted toward current parent donors and prospects. The successful candidate will be expected to meet specific goals within the context of a major Capital Campaign; devise strategies for the engagement and comprehensive solicitation of prospects; work with other staff members to maximize fundraising productivity; provide staff support for volunteer committees as assigned; and develop productive working relationships with key volunteers. In addition, the Associate or Senior Associate Director is responsible for the administration and planning of programs to specifically engage international **Institution Name** parents as volunteers and donors. Responsibilities include: administrative management of parent-related programs adapted for international parents, including the Parents' Leadership Council; participation in and support of University-wide programs such as First-Year Orientation and Parents' Weekend.

Requirements:

- A Bachelor's degree.
- A minimum of five years fundraising experience.
- Or a combination of one to two years of fundraising plus three to five years of other directly related experience in admissions or student affairs.
- Travel and some evening and weekend work is required to be successful.
- A demonstrated ability to speak and write persuasively about higher education.
- Proficiency with technology and relevant software applications, such as email, MSWord, MExcel, and PowerPoint is expected.
- The successful candidate will be a mature team player who is highly motivated and dedicated to the goals of advancing higher education.
- The Associate Director must have: 3-5 years of fundraising experience in a higher education environment.
- The Senior Associate Director must have: 5-7 years of fundraising experience in a higher education environment.

Preferred:

Strongly prefer experience in a complex higher education fundraising environment with high-level volunteer recruitment and management experience. A proven track record of successfully soliciting and closing gifts over \$100,000.

Sample Parent Fundraising Job Descriptions (cont.)

Manager/Director Parent Programs

Position Overview:

Working in close collaboration and partnership with the Director of Alumni Relations and AVP of Development and Alumni Relations, the Parent Program Manager will develop and execute a comprehensive strategy to engage parents to transform the culture of engagement at **Institution Name**, building, nurturing, and strengthening relationships with key members of the **Institution Name** community, resulting in lifelong engagement with and in support of the college/university. The Parent Program Manager is responsible for increasing the engagement and giving of parents, and reporting progress through the development of strategic engagement metrics. The Parent Program Manager is an effective communicator, serving as a voice on behalf of the college/university, and will serve as a liaison between parents and other offices with the **Institution Name** community.

Responsibilities:

- Develop active parents' engagement program, with both short- and long-term engagement goals, communications plan, Parent Fund and related collateral, etc.
- Identify, develop and sustain programs and activities that best serve the college/university and effectively meet the identified needs of the **Institution Name** parent and legacy family community.
- Work closely with the Director of Alumni Relations to identify opportunities and build strategic partnerships, both within the campus community and with constituents beyond campus.
- Work closely with the Development team on the creations of the The Parent Fund.
- Develop a pool of prospects for individual cultivation and solicitation in coordination with advancement initiatives.
- Manage, maintain and effectively steward the departmental budget.
- Respond to parent outreach/inquiry in a timely, helpful and appropriate fashion.
- In conjunction with Advancement Services, coordinate the collection of constituency engagement data on a consistent and continual basis.
- Other duties as assigned.

Qualifications:

- Bachelor's degree required.
- Five or more years' alumni and/or parent engagement and annual giving experience.
- Thorough knowledge of the principles and practices of alumni and parent engagement.
- Five plus years in higher education advancement preferred.
- A deep appreciation for and an ability to successfully articulate the mission and aspirations of **Institution Name**.
- Outstanding strategic planning skills that include the ability to develop, implement, and monitor short- and long-term goals for engagement, donor growth and retention.
- Familiarity with tracking systems and a high degree of comfort with using technology to communicate and share information. Millennium experience preferred.