

Director of Donor Relations

Delaware State University

General Description of the Job The Director of Donor Relations creates, implements, manages and assesses a comprehensive donor relations plan to assist the Development unit reach its strategic fundraising goals for Delaware State University. The scope of work includes donor relations, stewardship and related communications. The position reports to the Associate Vice President of Development.

Essential Functions The following are the functions essential to performing this job.

1. Develops, implements, and leads a successful and integrated donor relations program that strategically targets all levels of giving as defined by the Development team. Ensures donors are acknowledged and recognized to strengthen their financial support for the University.
2. Acts as a liaison and specialist to advancement personnel in order to provide cultivation and stewardship assistance to individual donors and prospects.
3. Oversees and directs the development and implementation of strategic communications in multiple mediums in a timely fashion. This will include, but not be limited to, social media sites, Annual Report to Donors, e-blasts, year-end-reminders, endowment reports, gift acknowledgements, web pages, invitations, newsletter updates, fundraising campaign materials, and press releases.
4. Ensures special events are communicated and on the calendar of appropriate officials and targeted guests.
5. Creates innovative programs and projects to thank and steward donors; ensures the external reporting to donors on endowments.
6. Manages and coordinates any campaign-related kick-offs and celebration events.
7. May supervise staff and student workers.
8. Tracks donor relations and stewardship activities in the established databases to enhance relationships and increase the likelihood of continued contributions.
9. Responsible for the review and control of all gift acknowledgments, including receipts, thank you letters, pledge statements and endowment reports.
10. Works closely with Development staff to report to donors on the use of gifts, to arrange meetings between donors and beneficiaries if appropriate, and to help celebrate gifts.

Qualification Standards

1. Education: Bachelor's degree required and a minimum of 5 years experience in fundraising or constituent relations with an educational institution or non-profit.
2. Successful experience: Specific experience stewarding and cultivating donors and alumni a plus.
3. Other preferences: Proven experience in producing marketing pieces, including web-based communiqués and social media.

Apply online at www.desu.edu

Resume, letter of interest, and references can be mailed to:

Henrietta Savage, Administrative Assistant Office of University

Advancement Delaware State University 1200 North DuPont Highway Dover, DE 19901 hsavage@desu.edu