



## **DIRECTOR OF ENGAGEMENT**

**Department/Division:** Philanthropy and Alumni Engagement  
**Classification:** Manager (P)  
**Status:** Full-time, exempt, New  
**Work Schedule:** Typical work week is M-F, 8:30am - 5pm daily; some hours outside the typical work week, as needed

### **JOB SUMMARY**

Reporting to the Assistant Vice President of Philanthropy and Strategic Engagement, the Director of Engagement is responsible for creating and overseeing a comprehensive engagement program for annual donors and alumni. This role will manage Baldwin Wallace University's engagement team, which consists of the recently merged annual giving and alumni engagement teams. This unification of teams is designed to streamline alumni and donor outreach with the goals of growing these groups through creative events, programs, and communications and converting their involvement into consistent philanthropic support.

The Director of Engagement will play an important role in coordinating activities across the Center for Philanthropy and Alumni Engagement and will work in close partnership with University Relations and other University divisions to develop and execute strategies designed to create and sustain long-term commitment from alumni and donors across generational audience segments.

### **ESSENTIAL DUTIES, TASKS AND RESPONSIBILITIES**

- Lead and manage the engagement team in the development of strategic plan that integrates annual giving and alumni outcomes and includes an overall messaging platform as well as strategies and tactics organized by audience and channel.
- Develop, present, and own goals and objectives that grow the engagement of alumni, donors and friends of the university.
- Develop, track, and report on metrics to measure the achievement of engagement goals.
- Manage a portfolio of high-potential prospects to maintain meaningful and fruitful relationships and personally soliciting philanthropic support.

- In partnership with the Director of Annual Giving, oversee the execution of a robust annual giving solicitation program including seamless support of online giving platforms.
- In partnership with the Director of Alumni Engagement, oversee an annual calendar of events and outreach growing an active alumni base for the University.
- Develop and oversee the marketing aspects of pipeline development, creating a clear pathway from a donor's point of entry to active management by Center staff through a comprehensive and multi-channel communications program.
- Set and monitor individual and team goals for members of the newly formed engagement team, including the Directors of Annual Giving, Director of Alumni Engagement, Assistant Director of Annual Giving, Associate Director of Alumni Engagement, Special Programs Coordinator for Annual Giving and Alumni Events and Communications Coordinator.
- Identify and develop partnership opportunities between the Center and other key divisions on campus serving an alumni growth strategy; oversee the development of these opportunities.
- Closely collaborate with colleagues in the Center as well as University Relations to ensure donor communications incorporate fundraising best practices and also align with University-wide branding and messaging.
- Support Center colleagues, including the Associate Vice President and Philanthropic Advisors, in major gifts, planned giving, and capital campaign activity as needed, including through collaboration on relationship management strategies for key donors and prospects.

## **QUALIFICATIONS**

- Bachelor's degree or equivalent experience
- A minimum of seven (7) years related work in annual giving and/or alumni engagement fundraising, or other related field
- Experience developing and implementing annual solicitation plans or a strategic membership plan
- Exceptional communication and interpersonal skills
- Proven track record of building and sustaining relationships with colleagues, alumni, and donors, or similar internal and external constituencies
- Comfort moving between different departments and bridging different goals and strategies within an organization
- Supervisory experience, preferably with both direct report and teams

- A team player that is detail-oriented, organized, motivated, and creative
- Experience with Blackbaud products, especially Raiser's Edge as well as project management tools and data collection and analysis tools, especially Tableau and Business Objects

## **WORKING CONDITIONS AND PHYSICAL REQUIREMENTS**

Work is normally performed in a typical interior/office work environment. Limited physical effort required. No or limited exposure to physical risk. Must successfully pass a background check and complete University compliance training. Must be able to travel and work occasional weekends and evenings.

## **COMPENSATION**

A competitive salary plus a comprehensive benefits package that includes health, dental and vision insurance, 12 days annual paid sick leave, 20 days paid vacation, 15 paid holidays, long & short-term disability, 403 (b) retirement plan, life insurance, employee discounts, free parking, and tuition remission benefits for employee and family. To learn more about the BW's benefits package, go to: [www.bw.edu/resources/hr/](http://www.bw.edu/resources/hr/)

## **APPLICATION PROCEDURES**

Initial review of applications will begin on September 21, 2020. Applications will be received until the position is filled. Send resume, cover letter and contact information for three professional references in one (1) Word document or one (1) PDF and submit via the *To Apply* link on BW's Employment and Careers' web page. <https://www.bw.edu/employment>

Candidates under consideration will be asked to provide multiple case studies of past work that demonstrate ability and goal attainment. Final candidates will be given several days to prepare and present a sample strategy plan in response to a prompt specific to BW.

**Baldwin Wallace University is an EEO/AA employer and educator. At BW, we support and encourage diversity in a variety of forms. We value and appreciate inclusive excellence in the classroom, within extracurricular activities, and as we engage our community partners. Learn more at Diversity Affairs - <https://www.bw.edu/about/diversity/>**