



USF Job Class Description

JOB CODE: 9561
JOB TITLE: Assistant Director of Development
PAY PLAN: 21
CAREER BAND: F
FLSA: A
CBU: 29
Effective 3/25/2016

Job Title: Assistant Director of Development

Job Summary

An Assistant Director of Development conducts and coordinates a specialized and ongoing program to raise funds and cultivate relationships with donors. The position involves broad responsibility for the design and execution of fundraising projects within the program.

Nature of Work

This position conducts a specialized and ongoing development program such as an annual giving program, a long term fundraising campaign, or prospect management for an organizational unit. The position plans, organizes and conducts specific fundraising programs or major events. The position recommends fundraising goals for assigned programs, writes and edits fundraising and/or marketing materials, and develops other supporting materials for specific fundraising activities. The most typical type of events and solicitations that an Assistant Director of Development manages are annual giving programs. This position requires sensitive interaction with a variety of internal and external contacts. Work at this level is exempt and regularly requires decisions on matters of significance. The position is distinguished from a Development Officer by its responsibility for a planning and executing a broad and ongoing program rather than executing specific projects. The position differs from the Director of Development or Sr. Director of Development since it does not manage a development office nor provide institution-wide management of a broad function. Positions at this level may coordinate the tasks of temporary employees, Development Assistants and Development Officers, but typically have very limited direct supervision

Examples of Duties

- Designs a media campaign to support a development program which may include mailings, publications, and web-based projects. Manages projects through all phases including idea, design, feedback and approval process and implementation.
- Sets goals, organizes markets, promotes, and facilitates a long-term annual fundraising campaign.

- Coordinates the administrative processes, donor relations, criteria compliance, and awarding processes for scholarship funds.
- Makes direct solicitation calls to potential donors. Composes follow-up call reports.
- Performs in person solicitation and may travel to remote events.
- In College development offices, organizes alumni groups and conducts solicitation of alumni. Coordinates Alumni events such as awards luncheons, lectures, or golf tournaments.
- Researches prospects and categorizes their likely participation in volunteer or fundraising activities.
- Acts as a liaison with particular community support groups and may solicit donations for scholarship funds or annual fund.
- Plans, solicits approval, executes and tracks results of a direct mailing campaign for annual gifts.
- Recruits and manages volunteer committees and support groups.
- May solicit volunteers to assist in a fundraising campaign. Trains volunteers and monitors their activities.
- Develops marketing materials in a variety of media to promote fundraising campaigns.
- Coordinates the tasks of temporary employees, Development Assistants and Development Officers on particular fundraising projects.

Minimum Qualification Requirements

This position requires a Bachelor's degree and three years of experience related to development or other appropriate professional experience.