



# The Potomac School

## *Assistant Director of Annual Giving and Donor Relations*

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The Assistant Director of Annual Giving and Donor Relations is a full-time position reporting to the Director of Annual Giving and the Director of Alumni Relations. This position is responsible for providing support and oversight to the day-to-day operations of both an effective, comprehensive annual giving program that raises over \$2 million each year. The individual in this role will partner with staff and annual giving volunteers to develop and implement strategies and programs to identify, cultivate, and steward annual gifts from all constituencies, using personal solicitations, phone calls, direct mail, and electronic communication.

### **Duties and Responsibilities:**

#### **Alumni Giving:**

- Manages all aspects of the Class Agent program. This includes recruiting Class Agents as needed and developing and maintaining systems to ensure timely reporting and increased alumni participation.
- With direction, manages Reunion giving program. Looks for ways to engage and inspire alumni support of Potomac School in their reunion year.
- Manages a portfolio of alumni leadership prospects.
- Manages and tracks the annual alumni relations master plan and calendar for all alumni fundraising activities.
- Strengthens and expands the Young Alumni giving program.
- Attends monthly Alumni Governing Council (AGC) meetings.
- Ensures accurate and complete alumni database records; capture contact, biographical and career information of alumni via surveys, correspondence, website, etc.
- Maintains frequent contact with alumni volunteers through mail, email, and telephone correspondence.

#### **Donor Relations and Stewardship:**

- Enhances and executes a structured, systematic plan for endowment reporting to inform donors and enrich their relationship with the school.
- Working with Director of Annual Giving, develops and manages stewardship programs for major and annual giving campaigns.

#### **Reporting and Support:**

- Develops and implements a strategic plan of action with objectives, timelines, annual work plans, and evaluation metrics for past parents and grandparents, including identification, cultivation, solicitation, and stewardship of constituents.
- Recruits, organizes, trains, motivates, and supports volunteers for assigned annual giving programs.
- Manages volunteer tasks and assignments and prospects.
- Provides manuals, procedures, reports, and other support, as appropriate, to ensure success of volunteer leadership.
- Performs comprehensive data analysis and manipulation related to all aspects of assigned Potomac Fund programs.



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- Uses statistics to evaluate current Potomac Fund programs and to make recommendations for program changes.
- Works with Director of Annual Giving to plan and execute solicitations. Creates fresh and compelling solicitations. Uses segmentation to increase response rates to solicitations.
- Works at and coordinates phonathon events; manages volunteer trainings and all events related to the Potomac Fund; plans and schedules phonathons; works with staff to prepare necessary materials.
- Updates and maintains the annual giving section of the school's website regularly to ensure accuracy and timeliness of information.
- Maintains the school's fundraising presence and outreach to alumni through social media including Facebook, LinkedIn, Twitter, etc.
- Manages and maintains the alumni digital mentorship platform including updating "microsite." Engaging and increasing users, and providing reports.
- Travels on behalf of the school for events and meetings with volunteers.
- Performs other essential duties and responsibilities as assigned.

### **Qualifications:**

- Candidates must have a Bachelor's Degree and two or more years of Development experience, preferably in an independent school environment.
- Ability and willingness to travel. Work nights and weekends as required
- Strong, collaborative, flexible, and energetic individual with seasoned fundraising skills and excellent judgment.
- Outstanding oral, written, listening, and communication skills necessary to articulate departmental and institutional viewpoints, goals, priorities, and needs.
- A proven track record of successful fundraising, leadership, and communication skills.
- Ability to develop and maintain effective working relationships with volunteers, donors and prospects, administrators, and staff.
- Comfortable working in fast-paced, multi-tasked environment
- Sensitivity to and ability to maintain confidential information
- Proficiency with Google and Microsoft Office, including Excel and PowerPoint; HTML knowledge is a plus
- Knowledge and experience with a fundraising database is desirable