

MISS PORTER'S SCHOOL

Title: Assistant Director of Annual Giving
Department: Alumnae and Development Office
Job Status: Full-time, calendar year, including some weekends and evenings
Reports to: Director of Annual Giving
Travel: Yes

Position Summary:

Reporting to the Director of Annual Giving, the Assistant Director works closely with the Chief Advancement Officer, Alumnae and Development colleagues, the Development Committee of the Board of Trustees and the Alumnae Board to effectively meet annual fundraising goals for ongoing and immediate institutional needs.

Miss Porter's Alumnae and Development's efforts are enhanced by effective partnerships with the campus community as well as external constituents including Ancients, families, faculty, staff, volunteers and friends. Development areas include annual giving, major gifts, principal gifts, planned giving, and alumni and parent engagement.

The Assistant Director of Annual Giving will advance the mission of Miss Porter's School by collaboratively working to secure fiscal year budget support from all constituencies. Candidates should have marketing and project management experience, volunteer management experience, a track record of successful fundraising, be a proactive and creative problem solver, a careful listener, highly curious, entrepreneurial, market focused, highly collaborative and willing to be an exceptional institutional ambassador.

The Assistant Director of Annual Giving will be expected to have a demonstrated commitment to equity and inclusion, a belief in the mission and Community Call to Action of Miss Porter's School. They must demonstrate the ability to work with and respect a diverse population of graduates, students and colleagues across a dynamic educational campus and beyond.

The successful candidate should be a self-starter with a strong work ethic, able to set priorities and meet deadlines, thrive on creativity and innovation. They should seek to strengthen and expand Miss Porter's School's donor pipeline through effective discovery, cultivation, solicitation and stewardship strategies and be comfortable working with volunteers. The Assistant Director must work with and maintain confidential information.

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Essential Functions:

- Champion the Office of Alumnae and Development's Equity, Diversity and Belonging efforts, including a commitment to anti-racism, the dismantling of systemic practices that marginalize people based on identity and efforts to ensure that all volunteers belong to the community of Miss Porter's School.
- Under the direction of the Director, responsible for using donor data to develop and execute annual solicitations targeted to assigned audiences. Assist with the planning, copy writing and execution of the annual giving communications plan and calendar. Ensure that solicitations focus on a variety of goals including acquisition, retention, reactivation, stewardship and upgrades in donor giving. Campaigns will support a multi-channel approach including the following:
 - Digital initiatives: segmented email solicitations, texting campaigns, digital ads, one-day challenges, and crowdfunding campaigns. This may be done in collaboration with the Alumnae and Development team, the Multimedia Designer and the Office of Communications.
 - Print initiatives: creation of mass and segmented mail appeals. Work with internal colleagues and external vendors, including designers and mail houses, to ensure proper and timely distribution of those appeals and stewardship communications.
- In conjunction with the Director of Annual Giving, use data to inform segmentation creation and run outcome reports as needed. Assist with solicitation concepts and copy creation for donor segments.
- Responsible supporting and guiding volunteer outreach and management of the Class Representatives, parent volunteers of the Parent Leadership Committee (PLC), and selected Reunion classes. At the direction of the Director, work with volunteer leaders to create agendas, staff meetings and support the goals of each group. Utilize data to provide fundraising and engagement oversight of the PLC and Class Representatives in their peer-to-peer campaigns, educational communications, training, digital and other programs associated with the work of those volunteers.
- Utilize current and future CRM tools (Raiser's Edge, GiveCampus, RENXT and emerging AI powered tools) to provide immediate and self-serve reporting on donors, prospects and volunteer effectiveness. Become well versed in the use of each tool and provide ongoing support to volunteer users.
- Use Raiser's Edge, RENXT, Microsoft Excel, Google Sheets, and GiveCampus to create necessary spreadsheets to organize and prepare solicitations.
- Become familiar with and able to support the Director to execute the ever changing functions of GiveCampus, including but not limited to giving pages, smart ask amounts, personalized giving links, monthly gift anniversary emails, all functions within the VMS, and GC events.

Qualifications:

- Associates degree in related area and/or equivalent experience/training, required, bachelor's degree preferred.
- Minimum of 1-2 years of successful fundraising marketing experience, preferably in an academic or non-profit environment.
- Proficiency with data analytics working with donor databases and reporting systems.

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- Proficiency in handling multiple projects simultaneously, with strong skills in prioritization to ensure all deadlines are met.
- Strong ability to incorporate feedback accurately and efficiently, ensuring high-quality deliverables with minimal revisions.
- Experience using social media platforms to engage volunteers and promote initiatives.
- Highly skilled communicator, both oral and written. Knowledge and experience working with volunteers.
- Familiarity with crowdfunding and online grassroots campaigns.
- Proficiency in current information and fundraising technology with emphasis on Google Suite and Raiser's Edge, GiveCampus, Microsoft Excel and Canva.
- Willingness to work flexible hours, including evenings and weekends.
- Willingness and ability to travel if needed.
- Previous experience working with students and/or young alumni preferred

Physical Conditions/Requirements:

- Sitting at a desk, using a computer much of the time.
- At events time spent standing and walking.
- Domestic travel is required.

The essential functions and basic skills have been included. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills, and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate.

Please submit your letter of interest and resume electronically (include job title in your subject line) to:

careers@missporters.org