

**NORTH CENTRAL MICHIGAN COLLEGE
POSITION DESCRIPTION**

POSITION TITLE: Annual Giving & Alumni Coordinator	POSITION CODE: Exempt	HOURS: Full-time	ORIGINAL DATE: September 2021	
ORGANIZATIONAL UNIT: Foundation Office	REPORTS TO: Executive Director-Foundation		REV NO. & DATE:	PAGE: 1 of 3

GENERAL DESCRIPTION:

This position is responsible for designing, implementing, and evaluating fundraising activities intended to grow our base of philanthropic support through the development of foundation communications, annual giving efforts, alumni engagement, and events.

Many of these activities are in the early planning and development stage, and this position will be responsible for building these programs with the aid of other staff members and outside resources when appropriate.

DUTIES AND RESPONSIBILITIES:

1. Communications
 - a. Assist in the creation of case statements and impact reports.
 - b. Identify, capture, and share student and alumni stories that demonstrate the impact and importance of a North Central education.
 - c. Develop content, audiences, and timelines for foundation print and digital communications, such as newsletters, e-newsletters, and social media posts.
 - d. Work with the Marketing Department to develop and share college priorities and key messages with donors, prospective donors, and alumni.
 - e. Creation of all email marketing messages in MailChimp or similar program.
 - f. Maintenance of membership email database in MailChimp or similar program, with quarterly audits and reconciliations with the Database Coordinator.
 - g. Analyze communication metrics and analytics.

2. Annual Giving
 - a. Plan, implement, and evaluate annual giving activities (direct mail, online giving, etc.) with fundraising goals established annually.
 - b. With the Executive Director and other foundation team members, identify new potential donors and groups of potential donors.
 - c. Track and report progress using specific metrics.
 - d. Communicate the NCMC vision, mission, strategic plans and funding needs to philanthropic audiences.
 - e. Assist with planning, implementing and evaluating recurring or specialized annual giving, such as the annual appeal or annual giving day, etc.
 - f. Assist with determining strategies, identifying prospects and preparation for mid-level gift, major gift and capital or comprehensive campaigns.

3. Alumni
 - a. Develop, implement, and evaluate an alumni engagement plan, including regular communications along with digital and in-person activities and resources.

- b. Develop fundraising appeals targeted to alumni.
4. Events
- a. Develops, strategizes and coordinates meaningful and effective cultivation events, large and small, for prospective donors, current donors, and alumni.
 - b. Develops and coordinates stewardship events to appropriately recognize and thank donors.
 - c. Leads foundation fundraising events and acts as staff liaison for third party fundraising events, when needed.
 - d. Considers ways to effectively share the college's story and student/alumni stories so that donors and potential donors understand the impact that their gifts have on the institution.
 - e. Evaluates effectiveness of events using predetermined metrics.
 - f. Successfully manages all elements of events within time limits and on budget while showcasing the college community.
 - g. Exercises oversight of all event details including décor, catering, entertainment, transportation, venue preparation, special guest requirements, all necessary equipment, volunteers, promotional and marketing materials.
 - h. Uses personal discretion in event planning and execution.
 - i. Collaborates with Marketing Department to promote and publicize events.
 - j. Works with Database Coordinator to manage event RSVPs in the donor database.
 - k. Maintain organized records of each event's processes and costs.
5. Perform other duties as appropriate and assigned by the Executive Director of the Foundation, including possible cross-training of functions typically performed by other team members.

MINIMUM QUALIFICATIONS:
EDUCATION and/or EXPERIENCE

1. Bachelor degree desired, preferably in communications, marketing, or similar field, and applicable work experience. Prior fundraising experience is highly desirable.
2. Computer proficiency, including advanced skills in MS Office software (Word/Excel/PowerPoint), required. Working knowledge of Raisers Edge® donor software or similar CRM program is desired. Working knowledge of design programs such as Adobe or Canva is desired.
3. Proficiency using social media platforms, including Facebook and Instagram, and digital communication platforms, such as Mailchimp, SurveyMonkey, etc., required.
4. Demonstrated initiative, able to organize and prioritize work and handle multiple tasks to meet deadlines quickly and accurately.
5. Attention to detail is essential. The ability to notice the minutest details of an event is critical.
6. Adept at solving problems and maintaining your composure when doing so.
7. Strong interpersonal skills that enables the establishment of a relationship with vendors and key stakeholder groups and the ability to coordinate the efforts of many individuals.
8. Ability to be available for work during occasional long days, nights and weekends.
9. Possess a high energy level with a desire to work in a team environment and promote the College in a professional and positive manner.

10. The ability to be discreet and maintain confidentiality.
11. Excellent written, organizational, communication, interpersonal, and presentation skills - engaging, well-spoken and comfortable in front of an audience.
12. High level of discretion and ethical approach to fundraising.
13. Valid drivers license & insurance and/or reliable transportation required for out-of-office travel as required by the position.

NOTICE OF NONDISCRIMINATION POLICY

It is the policy of North Central Michigan College to offer employment and access to all campus programs without regard to race, color, national origin, religion, sex, sexual orientation, age, height, weight, marital status or disability. Inquiries regarding compliance with all federal, state and local statutes and regulations may be directed to: Vice President of Finance and Facilities, Administration Building, North Central Michigan College, 1515 Howard Street, Petoskey, MI 49770 Telephone: 231-348-6600.

I understand that this job description is intended to describe the general nature and level of work being performed when assigned to this job. It is not to be construed as an exhaustive list of all job duties that I may perform and shall not be construed as declaring all specific duties and responsibilities. It is not intended to limit or in any way modify the right of my supervisor to assign, direct, and redirect work.

I understand I may be asked to perform additional duties as required by my supervisor that are of similar kind or level of difficulty.

Employee Name: _____

Employee Signature: _____

Date: _____