Position Description

SENIOR DIRECTOR, ANNUAL GIVING PROGRAMS

OREGON STATE UNIVERSITY FOUNDATION (Corvallis, OR)

OREGON STATE UNIVERSITY:

Oregon State is an internationally recognized public research university located in Corvallis, one of the safest, smartest, greenest small cities in the nation. Situated 90 miles south of Portland, Oregon State University has always been a place with a purpose — making a positive difference in quality of life, natural resources and economic prosperity in Oregon and beyond. Through discovery, innovation and application, the University is meeting challenges, solving problems and turning ideas into reality.

Founded in 1868, Oregon State is the state’s Land Grant university and is one of only two universities in the U.S. to also have Sea Grant, Space Grant and Sun Grant designations. Oregon State is the only university in Oregon to hold both the Carnegie Foundation’s top designation for research institutions and its prestigious Community Engagement classification.

As Oregon’s leading public research university, with $336 million in external funding in the 2016 fiscal year, more than all other public universities in Oregon combined, Oregon State’s impact reaches across the state and beyond. With 11 colleges, 15 Agricultural Experiment Stations, 35 county Extension offices, the Hatfield Marine Sciences Center in Newport, and OSU-Cascades in Bend, Oregon State has a presence in every one of Oregon’s 36 counties, with a statewide economic footprint of $2.232 billion.

Oregon State welcomes a diverse student body of 30,592 students from across Oregon, all 50 states and more than 100 countries. They can choose from more than 200 undergraduate and 100 graduate degree programs, including over 40 degrees online offered through Oregon State Ecampus. Oregon State increasingly attracts high-achieving students, with nationally recognized programs in areas such as conservation biology, agricultural sciences, nuclear engineering, forestry, fisheries and wildlife management, community health, pharmacy, and zoology.

Oregon State also ranks high in sustainability, fourth among universities nationwide for using renewable energy. The 400-acre main campus in Corvallis includes a Historic District, making Oregon State one of only a handful of U.S. university campuses listed on the National Register of Historic Places. Corvallis is a vibrant college town of 55,000 in the heart of the Willamette Valley. Corvallis consistently ranks among the best and safest cities to live in the U.S., as well as among the most environmentally responsible.

For further information, please visit Oregon State’s website at www.oregonstate.edu.
OREGON STATE UNIVERSITY FOUNDATION:

The OSU Foundation is a nonprofit organization incorporated in 1947 and dedicated to enhancing the mission of Oregon State University. The Foundation is governed by a 42-person Board of Trustees.

To help the University reach its goals, the OSU Foundation aspires to be one of the premier public university fundraising programs by capitalizing on past successes, an engaged community of alumni, parents and friends, and the experience of existing and new professionals.

The Foundation works with university partners to:

- Raise funds in excess of $100 million per year to support the University’s priorities
- Cultivate and steward a culture of philanthropy for the Oregon State community
- Manage an endowment of more than $505 million
- Engage alumni in service to the University

On December 31, 2014, under the leadership of President and CEO Michael Goodwin, the Foundation concluded The Campaign for OSU, the University’s first comprehensive fundraising campaign, in which more than 106,000 donors made gifts exceeding $1.4 billion to advance university priorities. The powerful momentum generated by their support has fueled Oregon State’s rise as an internationally recognized public research university. Fundraising efforts are now focused on targeted special initiatives that advance the OSU’s Strategic Plan for creating transformative student learning experiences and building on its greatest strengths and areas of greatest potential impact.

Now, in this pivotal time for the institution, the Foundation seeks to build on this powerful momentum to support OSU’s expanding aspirations, establish industry-leading fundraising growth, further energize donors and prepare for the next, even larger comprehensive fundraising campaign for the University.

The Foundation has recently completed a five-year (2017-2021) strategic plan that guides its direction, builds further capacity and increases philanthropic support through priority-setting in yet-to-be-determined key areas.
JOB DESCRIPTION – SENIOR DIRECTOR OF ANNUAL GIVING PROGRAMS

Position Summary

Reporting to the Associate Vice President for Development, the Senior Director of Annual Giving Programs will oversee all aspects of the OSU Foundation’s annual giving efforts. S/he will lead a team of five who are responsible for increasing annual giving revenue (i.e., gifts up to $50,000), broadening the base of support, and strengthening the major gift pipeline. The Senior Director will be expected to:

Design and manage an integrated multi-channel marketing strategy of outbound programs (direct mail, telefund, email) and inbound programs (websites, giving forms) that engage donors through one-to-many marketing channels and ultimately moves them into personal relationship-based development efforts.

Enhance the annual giving department’s use of digital marketing (e.g., email, websites, social media) and analytics (e.g., predictive modeling, social media data mining) to improve segmentation and messaging and to create a personal and positive experience for donors.

Oversee a strategy to grow the number of President’s Circle Members each year by acquiring, retaining and upgrading donors of $1,000 or more.

Develop benefit programs and special engagement opportunities that encourage mid-level gifts (e.g., $5,000 or more) and move donors to higher levels of annual giving.

Develop strong solicitation, engagement, and stewardship programs for key constituencies (e.g., parents, faculty, staff, young alumni, students) as well as key affinity groups (e.g., Women’s Giving Circle).

Work with campus partners (e.g., Athletics, Alumni Association, academic units) to ensure personal and consistent messaging and positive donor experiences.

Collaborate with Foundation colleagues (e.g., Marketing & Communications, Advancement Services, gift officers) to ensure that the Foundation’s brand and overall marketing and communications strategy is used consistently and effectively.

Perform other duties as assigned.
Measures of Success

Progressively increase annual giving revenue from academic/special interest donors (currently at $11M+).

Progressively increase the number of academic/special interest donors at leadership annual giving levels ($1000, $2500 and $5000).

Increase the engagement of key annual giving constituencies (such as parents, faculty/staff, alumni and leadership circle members) via digital channels, volunteer leadership, and other experiences.

Key Partners

- OSU Campus Units
- OSU Foundation Frontline Fundraisers
- OSU Foundation Marketing & Communications Department
- OSU Foundation Advancement Services

Position Accountabilities

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<th>SENIOR DIRECTOR ANNUAL GIVING PROGRAMS - ACCOUNTABILITIES GRID</th>
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<td><strong>Responsibility</strong></td>
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<td>Increase Annual Fund Revenue (i.e., gifts up to $50,000)</td>
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<td>Grow President’s Circle Membership</td>
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**Required Knowledge, Skills and Abilities:**

**Comprehensive knowledge of:**
- Best practices in annual giving for educational institutions.
- Multi-channel marketing including traditional channels (e.g., direct mail, telemarketing) and digital channels (email, websites, social media).
- Client-services models including marketing operations and project management.

**Proven skill in:**
- Written and verbal communication
- Data analysis for traditional and digital marketing efforts, including email and landing page performance, website analytics, direct-response performance, and overall revenue performance
- Mentoring and motivating teams
- Staff supervision and performance accountability

**Demonstrated ability to:**
- Work as a self-starter and self-motivator
- Work independently and collaboratively in a complex organization
Network with colleagues across the industry to identify best practices
Prioritize and manage multiple tasks
Constructively integrate as a member of the OSU Foundation team
Apply sound judgment and conduct oneself with integrity
Behave in a manner that ensures the confidentiality of data

Education and Experience Minimum Qualifications:
Bachelor’s degree in a relevant discipline (Marketing, Communications, or Business preferred) and at least five years of related work experience, preferably in a complex organizational setting with many stakeholders. Education and experience equivalencies will be considered. Must be able to display the successful implementation of marketing strategies that directly impacted organizational revenue. Must demonstrate proven supervisory experience and competence as a team supervisor. Substantial comprehensive campaign experience preferred.

Commitment to OSUF Core Values

The OSU Foundation strives to be one of the best places to work in the country. We know that the success of the Foundation depends in large part on the people who carry out our mission. It’s what we do – and how we do it – that makes the difference. The Foundation’s core values reflect our approach to work and to each other, and we are committed to conduct consistent with these values.

collaborative – responsible – respectful – inclusive – innovative

COMPENSATION:

Salary will be commensurate with qualifications and experience. A comprehensive benefits package will be provided. Relocation assistance can be provided, as needed.

TO APPLY:

Annual Giving Network (AGN) is pleased to assist the Oregon State University Foundation in its search for the next Senior Director of Annual Giving Programs. To learn more, apply, or refer candidates, please contact:

Anthony Cernera
AGN Search Consultant
anthony@annualgiving.com
203.613.3122

Electronic submission is encouraged.
Criminal history and credit background check will be required of finalists.