The College Foundation of the University of Virginia, which exists to support the College and Graduate School of Arts & Sciences, is conducting a search for an Engagement and Annual Giving Coordinator.

The Engagement and Annual Giving Coordinator supports developing, executing, and leading a range of fundraising and engagement communications for the Arts & Sciences Development Office under the supervision of the Director of Engagement and Annual Giving. The incumbent may work independently to prioritize his or her own work, but should seek information and guidance from the Director as projects are planned.

**Key Duties and Responsibilities:**

The incumbent assists the Director of Engagement and Annual Giving through production and evaluation of direct mail, email, social media, phone-a-thon, web-based fundraising solicitations, and communications intended to support the fundraising efforts of the College and Graduate School of Arts & Sciences and to inform alumni, friends and donors about the achievements, priorities and aspirations of the College.

1. Supports the Director of Engagement and Annual Giving in developing fundraising strategies and developing content for large-scale fundraising campaigns to meet the financial goals of the Arts & Sciences Development Office.
2. Leads the development and execution of assigned targeted campaigns that have defined audiences and fundraising objectives.
3. Works with the Director of Engagement and Annual Giving to execute strategies to educate donors and alumni about engagement opportunities, and inform them about the news of the College. Responsible for writing, editing or gathering articles, profiles, and news briefs for the College’s alumni and friends website, and assists in the site’s content maintenance.
4. Works with the Director of Engagement and Annual Giving on strategic social media and digital initiatives. Responsible for weekly communication through applicable social media accounts and manages the production of the College’s alumni and friends e-newsletter.
5. Collaborates with Chief Marketing Officer (CMO) and team, as well as communications colleagues in the dean’s office for email and social media communications, and with annual giving colleagues in University Advancement for University-wide fundraising efforts.
6. Develops relationships with key vendors (designers, printers, photographers, web developers, etc.), and—for assigned projects—negotiates contracts, manages work flow, and monitors performance.
7. In collaboration with members of the data analysis team, mines social media and email activity to learn more about alumni and donor behavior, affinity, and communications preferences.
8. Collaborates with internal and external design and communications professionals on production of assigned publications, email messages, social media posts, websites, etc., that support direct fundraising campaigns.
9. Supports activities such as give days, reunions, campaign kick-offs, thank-a-thons, student fundraising events, and board meetings.
Work Qualifications:

- A bachelor’s degree is preferred, however, a high school diploma or equivalent plus significant related experience may be considered in lieu of bachelor’s degree.
- Two years of fundraising, communication, marketing, or related experience is required.
- The ability to plan complex production cycles, multi-task, and attention to detail in a fast-paced, project-oriented environment is required.
- Specific digital strategy and execution experience is a plus.
- Successful candidate will be an excellent writer, well versed in communicating verbally, by email, in print, and online—in both long and short form, as appropriate by communication channel and audience.
- Must be able to handle and prioritize scheduling and correspondences.
- Experience working in higher education fundraising is desirable.
- The ability to think strategically, effectively analyze data, and specific experience implementing data-informed decisions is preferred.
- Familiarity with various email platforms, project management systems, design theory, graphics software (Adobe Creative Suite), relational databases, HTML, video production is desired.
- Fluency with the Microsoft Office suite and strong computer skills are essential.
- Must have a command of diplomacy, discretion, and tact.
- Good humor and a helpful, positive attitude are highly prized.

To Apply

This position reports to the Director of Engagement and Annual Giving. The annual salary will be commensurate with experience and fall between $40,000 and $50,000. The College Foundation offers generous benefits, including full health insurance coverage for employees and a 403(b) retirement plan. In 2017, The Nonprofit Times recognized The College Foundation as one of the top 50 nonprofit employers in the country.

Applicants should send a cover letter and resume via email to Erin Dinger, Director of Finance & Human Resources, at dinger@virginia.edu. Review of applications will begin immediately. The position will remain open until filled. The College Foundation is an Equal Opportunity Employer. Women, minorities, veterans and persons with disabilities are encouraged to apply.

The College Foundation of the University of Virginia is a 501(c)(3), University-Related Foundation whose mission is to raise and invest private funds for the benefit of the College and Graduate School of Arts & Sciences. Governed by a 40-member volunteer Board of Trustees, and organizationally aligned with the Dean of Arts & Sciences, it employs a team of approximately thirty advancement professionals who focus on development, donor relations, and marketing, and their related support functions.