

# Position: Assistant Director of Annual Giving and Engagement

Department: Advancement Full-time or Part-time: FT Exempt Hours per week: 35

Months per year: 12

Work Schedule: PTS Office Hours; flexible, based on office needs

Reports to: Associate Vice President of Advancement and Annual Giving

**Job Purpose:**

The Assistant Director of Annual Giving and Engagement plays a pivotal role in fostering connections between Princeton Theological Seminary and its alumni, donors and church partners while strategically advancing fundraising initiatives. Under the direction of the Associate Vice-President of Advancement and Annual Giving, the Assistant Director of Annual Giving and Engagement manages the seminary’s annual giving program, strategically driving fundraising initiatives to support the Seminary’s mission and philanthropic goals.

**Responsibilities:**

1. Annual Giving:
	* Develop and implement comprehensive strategies to maximize annual giving from alumni and other donors.
	* Manage the annual giving program, including direct mail, phone solicitation, online giving and seminary-driven fundraising initiatives.
	* Explore innovative strategies to broaden the seminary’s donor base and deepen donor engagement.
	* Analyze giving trends and donor data to identify opportunities for increasing participation and giving in the annual fund program.
	* In cooperation with Alumni and Church Relations, assist with the recruitment and support of the Class Leaders program to strengthen participation in giving and Reunion.
2. Fundraising and Donor Engagement:
	* Identify and cultivate relationships with prospective annual fund donors and facilitate gift solicitation efforts.
	* Collaborate with the Advancement team to ensure alignment between alumni engagement activities and fundraising goals.
3. Strategic Planning and Execution:
	* Contribute to the development and execution of strategic plans for annual giving and alumni engagement initiatives.
	* Analyze data and metrics to evaluate the effectiveness of fundraising and engagement programs, identifying areas for enhancement.
4. Communications and Marketing:
	* Collaborating with Marketing and Communications colleagues and Alumni and Church Relations to support the implementation of a robust communications strategy for alumni engagement.
	* Design comprehensive solicitation plans that interface with overall communication strategies.
	* Write copy, create web assets, and develop marketing tool kits to maximize engagement and giving. Share alumni stories, track metrics, and generate reports to ensure communications and marketing goals are achieved.
5. Database Management:
	* Generate reports and analyze data to monitor alumni engagement metrics, measuring the effectiveness of fundraising and engagement initiatives.
	* Oversee the maintenance and integrity of the alumni database, ensuring accurate and up-to-date records for effective communications for fundraising and engagement efforts.
6. Professional Development and Collaborations:
	* Stay informed about best practices in alumni relations and fundraising through professional development opportunities.
	* Collaborate with colleagues across the Advancement team and other departments to leverage resources and the expertise in achieving seminary goals.
7. Ethical Standards and Integrity:
	* Adhere to the highest ethical standards in fundraising, demonstrating a commitment to transparency and integrity in all efforts.

**Qualifications:**

1. Bachelor’s degree required.
2. Minimum of 5 years of experience in advancement, alumni relations, or a related field.
3. Demonstrated success in fundraising, donor engagement, or volunteer management.
4. Ability to work effectively both independently and as part of a team.
5. Proficiency in database management and CRM systems.
6. Flexibility to work evenings, weekends, and travel as needed.

**Additional Duties:**

Perform other duties as required to support the Advancement team with fundraising goals and alumni engagement.

***Princeton Theological Seminary reserves the right to amend this position description at any time.***

# We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, gender identity, sexual orientation or any other characteristic protected by law.