Applications are invited for consideration to the following position:

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<tr>
<th>State University of New York at Binghamton</th>
<th>Appointment Title: Project Staff Associate</th>
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<tr>
<td>Binghamton University Foundation</td>
<td>Local Title: Asst Director - The Binghamton Fund</td>
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<td>Salary Grade:</td>
<td>Research Foundation Project Number: 1CA6369</td>
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<tr>
<td>Salary Range: $40,000 - $55,000</td>
<td>If Part-time, % of time:</td>
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**Duties:**
- Working with the Director of The Binghamton Fund, develop segmentation, timelines, ask levels, and solicitation strategies for direct mail, e-solicitations, Telefund mailings, and pledge reminders.
- Serve as the primary liaison to RuffaloCODY’s Masters Program call center manager in order to coordinate calling strategies with direct mail and e-appeals.
- Compile direct mail results, analyze and prepare reports for internal use and to present to External Affairs employees, campus deans and volunteers. Advise Director of the Binghamton Fund in planning strategies for future direct mail initiatives, concepts and themes.
- Create and maintain documentation and processes to standardize work within the Binghamton Fund. Share information with other regarding the direct mail process, mailing segmentation, and vendor relationships as needed. Maintain a working knowledge of University programs, initiatives, and how the Binghamton Fund impacts the university.

**Qualifications:**
- Bachelors degree with 2-3 years of experience in marketing, development, or related fields
- Strong creative skills; ability to conceive innovative marketing strategies and materials
- Knowledge of graphics, print design and production
- Direct experience supporting an annual fund in higher education highly preferred
- Highly organized and detail-oriented
- Excellent oral and written communication skills

**Special Notes:**
Additional qualifications desired
- Knowledge of computer software in a Windows environment
- Experience with telemarketing methods
- Ability to analyze data and respond strategically
- Excellent judgment, demonstrating initiative and high motivation
- Willingness to work an occasional evening and/or weekend

Persons interested in the above position should submit a resume along with a letter of application, to:

Name: Rebecca Benner
Department: Binghamton University Foundation
Address: PO Box 6005
Binghamton, NY 13902-6005
rbenner@binghamton.edu

Closing Date for Receipt of Applications: July 9, 2012

WE ARE AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER
Personnel are chosen on the basis of ability without regard to Race, Color, Religion, Sex, Age, National Origin, Disability or Marital Status, in Accordance with the Federal and State Law.