ANNOUNCEMENT OF PROFESSIONAL VACANCY

Applications are invited for consideration to the following position:

<table>
<thead>
<tr>
<th>State University of New York at Binghamton</th>
<th>Appointment Title: Director</th>
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</thead>
<tbody>
<tr>
<td>Department/Location:</td>
<td>Binghamton University Foundation/Advancement Services</td>
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<tr>
<td>Local Title: Director of the Binghamton Fund</td>
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<td>Salary Grade: E.7</td>
<td>Research Foundation Project Number:</td>
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<td>Salary Range: $60,000 to $75,000</td>
<td>if Part-time, % of time:</td>
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</tbody>
</table>

**Duties:**

As related to a comprehensive annual fund program — Please see job description for details.

**Program Management and Oversight (40%)**

**Volunteer Management (20%)**

**Personal Solicitations (15%)**

**Donor Recognition (10%)**

**Communications (10%)**

**Other (5%)**

**Qualifications:**

- Bachelor's degree required
- Five to seven (5-7) years in development with "thorough knowledge" of the principles and practices of annual fund raising programs, such as direct mail, phonathon, and personal solicitation programs is preferred.
- Proven record of leadership, management and supervisory skills
- Excellent oral and written communications skills
- Willingness to work evenings and weekends and travel 15% of time
- Experience in personally soliciting gifts
- Demonstrated ability to effectively motivate, train and support staff and volunteers

**Special Notes:**

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

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

Closing Date for Receipt of Applications: 3/2/12

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.

THE RESEARCH FOUNDATION OF STATE UNIVERSITY OF NEW YORK AT BINGHAMTON

Nov 2003
The Director of the Binghamton Fund is a full-time, professional, fundraising position responsible for management and direction of a comprehensive annual giving program for the Binghamton University Foundation. The director reports to the Senior Executive Director for Advancement Operations and supervises two full-time professional staff members—the Associate Director/Leadership Giving Officer and the Associate Director/Phone and Mail Programs, and provides strategic oversight to the partnership with a phonathon vendor.

The primary objective of the Director’s position is to effectively manage a successful annual giving program in support of the University priority of securing unrestricted annual giving from alumni, parents, faculty, staff, campus retirees, students and community friends, including local corporations and businesses. The Director should be a strong advocate for the Binghamton Fund, both internally and externally.

DUTIES AND RESPONSIBILITIES

Program Management and Oversight (40%)

• Create, implement and evaluate a comprehensive, multi-year plan to increase donors and dollars in support of the Binghamton Fund. The plan includes segmentation, timing, messages, and goals. Monitor progress towards those targets. Provide day-to-day oversight for the entire annual giving program. Provide a rigorous, systematic review and analysis of all of the Binghamton Fund activities to find ways to do things more effectively and efficiently. Develop specific strategies to increase Binghamton Fund donor retention, upgrades and acquisition.

• Provide strategic oversight of the relationship between Ruffalo/CODY and the Foundation related to the telemarketing program. Provide high-level strategic direction and monitor progress as it relates to their contract.

• Manage the partnerships between the Foundation and deans as it relates to annual giving. Provide leadership in developing the schools and units’ understanding of the fundamentals of annual giving and its role in supporting their programs, and its role in developing a successful major gifts program. Work proactively with the deans to establish and meet ambitious goals for increasing annual fund support for the colleges while preserving the funds designated to greatest needs. Assist the colleges with creating appropriate stewardship for donors to their college annual funds.

• Develop appropriate elements and formats for regular, routine reporting on the Binghamton Fund performance for a broad array of internal and external constituencies. Provide effective reporting and analysis to the supervisor and the Senior Management Team for use in management decision-making.

• Work effectively and collaboratively with the major gifts team to develop goals, objectives and strategies to maximize the opportunities for annual giving from their target audiences. Involve the team in strategic discussions for leveraging the Binghamton Fund for qualification and cultivation of major gift prospects.

• Develop and manage the annual giving budget based on programmatic goals and objectives as reviewed and approved annually.
• Provide direction and leadership to the staff of The Binghamton Fund. Evaluate staff performance annually.

**Volunteer Management (20%)**

• Advocate for the Binghamton Fund with the Alumni Association and the Foundation Board. Assist with activities related to various volunteer boards including the Fundraising Committee of the Alumni Association Board of Directors, the Principal and Major Gifts Committee of the Foundation Board, and the Parents Fund Council. Develop opportunities for new generations of volunteers who can take on leadership roles and serve as solicitors for future fundraising efforts.

• Develop a plan to increase volunteer engagement through the creation of annual fund chairs for parents, faculty, staff, community, and annual fund national chair. Recruit, train and support these volunteers as appropriate.

**Personal Solicitations (15%)**

• Develop an integrated strategy for the personal solicitation of annual giving donors at the leadership-giving level. Responsible for setting and monitoring performance goals for the Leadership Giving Officer.

• Personally solicit top-level annual giving prospects. Set annual activity goals based on review of the gift table and the number of individuals who are appropriate for solicitation by the director. Document information for files and the Millennium database to assure proper recording and tracking of results.

• Ensure the smooth transition of prospects along the donor pipeline. Facilitate the qualification of prospects for the major gift program and make recommendations for prospect assignment.

**Donor Recognition (10%)**

• Consult with the Director of Donor Relations and Stewardship on developing ways to steward and recognize all Binghamton Fund donors and to share the impact of annual giving.

• Provide input and guidance on structure of the annual giving’s donor recognition society—the Leadership Society. Manage the marketing strategy for the Society in order to increase annual giving.

**Communications (10%)**

• Work closely with the Office of Communications and Marketing to develop and produce Binghamton Fund materials and to update the Binghamton Fund web pages. Ensure integration of messages and collateral for both leadership-level giving and broad-based appeals.
Professional Development (5%)

• Review fundraising trade journals, books, and listservs and conducts research to improve the annual giving program and develop enhanced solicitation strategies. Stay current on trends in the annual giving industry and changes in technology that affect the program.

• Forge relationships with colleagues at other institutions and organizations in an effort to learn best practices in the industry.

• As funding allows, participate in at least one professional development conference or educational program each year, if appropriate, in an effort to improve job skills and acquire broader knowledge of fundraising techniques used at other colleges and universities.

FUNCTIONAL RELATIONSHIPS
The Director of the Binghamton Fund:

• Reports to Senior Executive Director of Advancement Operations.

• Supervises two (2) full-time, professional staff members.

• Serves as liaison to the senior project team at Ruffalo/CODY.

• Participates in Prospect Management Committee meetings, sharing information on annual giving initiatives and, were appropriate, major donor prospects leads with the Director of Research and Prospect Management and the Major Gifts Team.

• Assists development colleagues in crafting prospect strategies related to annual giving by major donor prospects.

SKILLS AND REQUIREMENTS

• Bachelor's degree required

• Five to seven (5-7) years in development; thorough knowledge of the principles and practices of University development and fundraising with an understanding of individual giving programs, and detailed understanding of annual fundraising programs, such as direct mail, phonathon, and personal solicitation programs is preferred.

• Proven record of leadership, management and supervisory skills

• Excellent oral and written communications skills

• Willingness to work evenings and weekends and travel 15% of time

• Experience in personally soliciting gifts

• Demonstrated ability to effectively motivate, train and support staff and volunteers

• Ability to work effectively in a team environment—with a mix of Deans, faculty, parents, alumni and staff colleagues. Excellent interpersonal skills.

• Knowledge of modern data management practices and techniques including data-based computerized information systems, data modeling, and models of analysis that leads to effective decision making on behalf of the program.