



Sweet Briar College is a liberal arts college for women of consequence, located in the foothills of Virginia's Blue Ridge Mountains approximately 12 miles north of Lynchburg and 54 miles south of Charlottesville. Founded in 1901, the College boasts a modern core curriculum focused on women's leadership in the 21st century and undergraduate programs in the arts, sciences and humanities, as well as a Master of Arts in Teaching. It is one of only two women's colleges in the United States with an ABET-accredited engineering degree. As an Equal Opportunity Employer, Sweet Briar College is committed to enhancing our community and encourages applications from qualified individuals with varied backgrounds, experiences and ideas who would increase the diversity of the College.

Job Title: Assistant Director of the Sweet Briar Fund

Classification: Full time, exempt

Reports To: Director of the Sweet Briar Fund

Job Summary/Objective: The Assistant Director is responsible for the implementation of engagement, cultivation and solicitation of key constituencies for participation in the Sweet Briar Fund and will engage donors and friends with the mission of Sweet Briar College.

Position Type/Expected Work Hours: Full time, 8:30am to 5pm, Monday through Friday with flexibility for events and special projects on some nights and weekends.

Supervisory Responsibilities:

- Student workers, including Phonathon callers and office assistants

Essential Responsibilities:

- Fundraising:
 - Establish partnerships with leaders of constituencies, especially alumnae class officers, student class officers, and Young Alumnae Squad (YAS) co-chairs and subcommittee co-chairs and including individual solicitation of these leaders to help drive participation
 - Implement direct mail strategies in collaboration with Director
 - Lead the solicitation strategies for students and young alumnae
 - Pull reports for alumnae and student class giving and distribute to class officers according to a monthly and semi-monthly schedule
 - Plan and implement two Phonathon sessions per academic year (fall and spring semesters), including recruiting, training and retaining student callers; analyzing performance of the program and its callers; and selecting prospect pools for both sessions

- Responsible for a personal solicitation portfolio of 50-75 Sweet Briar Fund donors, to be determined in consultation with the Director of Sweet Briar Fund/Annual Giving and the Director of Major Gifts
- Help to educate young alumnae, students, and staff about the importance of philanthropy and the Sweet Briar Fund
- Communications:
 - In collaboration with the Director, develop a communications strategy for the Office of Alumnae Relations and Development. Is responsible for the execution of social media communications and awareness of new platforms and additional opportunities for communications
 - Assist with drafting communications for a range of audiences including print and digital pieces including:
 - The Briar Wire, a monthly newsletter—requires writing original content, assembling content from the College’s Media, Marketing and Communications office, implementing mailing and electronic distribution
 - Social media, including Facebook campaigns and working with other College-affiliated accounts—requires planning content throughout the year, creating plans for Days of Giving, creating images, exploring use of other social media platforms, and assembling data on results
 - Solicitation letters for various constituencies
 - Coordinate the processing of solicitation letters in coordination with administrative staff and student workers
 - Support the Director of Sweet Briar Fund/Annual Giving and the Director of Alumnae Relations in the execution of the annual Alumnae Leadership Training Conference
 - Work closely with the Director of Sweet Briar Fund/Annual Giving to support the College.
 - Identify and cultivate potential alumnae and student volunteer solicitors.
 - Perform other duties as assigned by the Director of Sweet Briar Fund/Annual Giving.

Required Qualifications:

- Education: Bachelor’s degree
- Experience: 3+ years in annual giving with a college, university, school or other non-profit

Preferred Qualifications:

- Belief in the importance of philanthropy to carry out the mission of Sweet Briar College
- Collaborative spirit to unify and strengthen the concept of “One Sweet Briar”
- Understanding of women’s philanthropy
- Understanding of and experience with a growth-oriented annual giving program
- Excellent oral, written and persuasive abilities
- Ability to work effectively with a wide range of volunteer leadership
- Demonstrated organizational and analytical abilities

- Ability to meet goals and deadlines
- Ability to use (or willingness to learn to use) Banner software and related office technologies
- Ability to use (or willingness to learn to use) Adobe Photoshop and InDesign
- Experience planning and implementing social media campaigns

Work Environment:

- Indoors, mostly office environment.

Physical Demands:

- May be required to lift up to 40 lbs. Extended periods of sitting/standing and computer work are required.

Travel:

- Occasional day trips and short overnight stays to visit donors/prospects.

Deadline for Submission: Review of applications will begin immediately and continue until filled.

Other Duties: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

How to Apply: If applying for a faculty or staff position, please submit a [Sweet Briar College employment application](#), cover letter, resume and three professional references to asstSBCfund@sbc.edu.