



*Sweet Briar College is a women's liberal arts institution, located in Central Virginia approximately 12 miles north of Lynchburg and 60 miles south of Charlottesville. Founded in 1901, the College's curriculum encompasses a comprehensive baccalaureate program in the arts, sciences and humanities, as well as masters' programs in education. It is one of two women's colleges in the United States offering an ABET-accredited engineering degree program.*

**Position Title:** Director of Sweet Briar Fund/Annual Giving

**Classification:** Exempt

**Reports to:** Vice President for Alumnae Relations and Development

**Summary/Objective:** The Director is responsible for the design and implementation of a comprehensive annual giving program that provides critical support for the Sweet Briar Fund and the mission of Sweet Briar College.

**Position Type/Expected Work Hours:** M – F 8:30 am to 5:00 pm, with possible evenings, weekends, and/or holidays as needed for event preparation, etc. On campus housing, as a taxable benefit, to be utilized for hosting Sweet Briar College entertainment and fundraising events.

**Competency:**

- Belief in the importance of philanthropy to carry out the mission of Sweet Briar College
- 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 range of volunteer leadership
- Demonstrated organizational and analytical abilities
- Ability to establish and meet goals and deadlines
- Proficiency with, or ability and willingness to learn, Banner software and related office technologies
- Experience with capital campaigns
- Excellent judgement, ability to work with confidential information, high integrity, and sound critical thinking skills
- Business and financial knowledge, including budgeting skills and financial reporting
- Proficiency with Microsoft Office suite

**Supervisory Responsibility:**

- Supervises the position of Assistant Director of Sweet Briar Fund/Annual Giving

**Essential Responsibilities:**

- Establish goals and objectives for all programs within the department and ensure the successful completion of the goals for a comprehensive annual giving program
- Develop, implement, and evaluate a comprehensive annual giving program that meets and exceeds multi-year growth goals in alumnae and constituent giving to the College

*Sweet Briar College Job Description*

- Track and analyze key performance indicators and make ongoing changes to improve the performance of key giving benchmarks, including:
  - Individual giving benchmarks, including number of new alumnae donors, retained alumnae donors, reactivated alumnae donors, total alumnae donors, increase in gift size per alumna, and average gift per alumna
  - Class giving benchmarks, including Reunion and non-Reunion year total giving by class, increased giving by class, class year giving participation rates, and giving by class to the Sweet Briar Fund
- Responsible for the growth of the leadership annual giving program, continuously increasing the number of donors and level of overall giving to the Sweet Briar Fund through gifts to the Boxwood Circle (\$2,500+) and other leadership annual giving societies ranging from \$1,000 to \$25,000
- Responsible for a personal solicitation portfolio of 40 – 60 Sweet Briar Fund donors, to be determined in consultation with the VP of Alumnae Relations and Development
- Provide support for Sweet Briar Fund volunteer solicitors, including class agents for Reunion and non-Reunion years and Boxwood Circle solicitors
- Assist fundraising colleagues with the identification, cultivation, and stewardship of major and planned giving prospects among Sweet Briar Fund donors
- Help to educate alumnae, students, and parents about the importance of philanthropy and the Sweet Briar Fund
- Work closely with the VP for Alumnae Relations and Development and the alumnae leadership of the College
- Identify and cultivate potential alumnae volunteer solicitors
- Represent the department and serve on College committees as requested by the VP for Alumnae Relations and Development

**Required Qualifications:**

- Bachelor's degree
- 5 – 8 years in annual giving or major gifts within a college/university/school setting, or other corporate or non-profit professional setting or as a board member

**Preferred Qualifications:**

- Sweet Briar College graduate

**Work Environment:** Occasional weekend, evening, and holiday work required. Flexibility to travel regularly.

**Physical Demands:** Able and willing to move small boxes and other office items up to 35 lbs. Will pick up and deliver materials throughout the campus.

**Travel:** 25 – 30%

**Deadline for Submission:** Ongoing

**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.

July 19, 2016

***Sweet Briar College Job Description***

*Sweet Briar College, located on 3,250 scenic acres in the foothills of the Blue Ridge Mountains near Lynchburg, VA, is a nationally ranked, independent, residential, liberal arts and sciences college for women. As an Equal Opportunity Employer, Sweet Briar 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.*

Please send SBC employment application (located at the bottom of the "Open Positions" page on the Sweet Briar College Human Resources website), cover letter, resume, and three professional references to [givingdirector@sbc.edu](mailto:givingdirector@sbc.edu).

July 19, 2016