Director of Annual Fund and Alumni Innovation

Bloomfield College, an independent college founded in 1868, is located in the NJ/NY metropolitan region. The mission of Bloomfield College is to prepare students to attain academic, personal and professional excellence in a multi-cultural and global society.

Bloomfield College is embarking on a new era in fund-raising, and as such, will be growing the Advancement team in this historic time in the college's history. This new position will be an integral part of the college's fund-raising efforts during this exciting time.

Position Summary:

The Director is responsible for planning, coordinating and implementing a comprehensive and aggressive Annual Fund program to generate annual gifts from a diverse group of alumni, parents, students, faculty/staff, corporate sponsors and friends.

The Manager will develop and execute strategies to increase alumni participation and to meet ambitious goals. The Annual Giving program is to include leadership giving societies, alumni and parent participation recognition societies; quarterly volunteer telemarketing programs consisting of student groups to partake in thankathons. Establish a strategic direct mail, senior class gift drive, corporate matching gift program, and the Annual Business Campaign.

The Director will work closely with the Alumni Association, Athletics Department and other departments on campus establishing a number of engagement efforts including alumni specific events, etc.

Responsibilities of the Director include creating reports and using statistics to evaluate current annual giving programming and making recommendations for program improvement; analyzing giving trends to achieve fundraising goals during the fiscal year, and setting annual goals and objectives; and serving as project manager for the development of annual giving materials, which includes creating and managing budgets, securing resources, and scheduling and delivering materials to appropriate constituents.

The Director of Annual Fund and Alumni Innovation will also manage a portfolio of Annual Fund prospects and engage in front-line fund-raising on a consistent basis. He/she will be responsible for the solicitation of gifts from individuals such as alumni and parents and other organizations.

Responsibilities include; soliciting and stewarding all gifts including unrestricted annual giving, class giving, and reunion gift programs. The design, implementation and management and tracking of all direct mail appeals, electronic solicitations and major stewardship events for annual donors will be coordinated by the Director. The Director will provide assistance as needed for special fundraising and stewardship initiatives. He/she will assist with volunteer management related to Special Project fundraising.

The ideal candidate will possess a Bachelor's Degree, Master's Degree is preferred; 7 to ten years progressive experience in fundraising; social media and event planning; strong communication and
organizational skills; Proven ability to close gifts from individuals. Seasoned annual fund expert. Demonstrated written communication, impeccable interpersonal and customer service skills; knowledge of fund-raising databases essential.

Please e-mail cover letter, resume, and three references to: campaignsearch@bloomfield.edu