



Position Title:	Annual Giving Officer
Department:	Advancement
Affiliation:	Union-Exempt
Salary:	\$66,519- \$79,427
Hours of Work:	Normally 35 hours, regular full time, some evening and weekend work will be required

POSITION SUMMARY

You are a fundraiser who is a marketer at heart. Reporting to the Advancement Director, the Annual Giving (AG) Officer is responsible for implementing and managing initiatives to **attract, retain, and engage** donors to establish a robust, predictable annual base of financial support for NSCAD University from individuals and local corporations. The Annual Giving Officer primarily works with gifts under \$10,000. The Annual Giving Officer is a superior communicator and listener, deadline oriented, discrete, attentive to details, able to manage multiple concurrent projects, consultative and collaborative, and above all, accountable for results and deliverables. The Annual Giving Officer is responsible for meeting ambitious financial and engagement targets and capable of assuming the pressure associated with this level of responsibility.

SPECIFICATIONS

- Working from the Annual Advancement Plan, to which the AG Officer will be a contributor, the AG Officer will create a Direct Response content schedule for each quarter.
- The Annual Giving Officer will execute direct response solicitations using email, letter mail and phone throughout the year, making adjustments based on results in real time. The Officer liaises with direct response consultant and other service providers associated with the delivery of the program. The Officer is responsible for the results.
- The Annual Giving Officer will develop and launch a new program for mid-level giving in consultation with the Advancement Director. The AG Officer will be responsible for the program results.
- Respond to requests from donors/families who wish to make tribute gifts.
- Responsible for soliciting sponsors to support events and initiatives at NSCAD. This includes but is not limited to the Student Art Awards and Fashion Show. The AG Officer will work to establish giving levels, recognition, and promotional packages.
- Tracks program activities to budget.
- Tracks results.

REQUIREMENTS

Minimum Undergraduate degree and five years of experience in fundraising, cause marketing or an advertising direct/response agency (or an equivalent combination of training and experience) is required. Superior written and spoken communication skills are required. Demonstrated project management skills are required. Previous experience running direct response programs required (fundraising preferred but other results-based marketing would be considered). Experience securing sponsorships or B2B partnerships is required. Proficiency in MS Office platform including Teams is required. Experience in university fundraising/Advancement, cultural organization or cause marketing is preferred. Experience working with Raiser’s Edge or other fundraising or CRM software is preferred.

APPLICATION PROCESS

Applications should be sent via the [CareerBeacon website](#). Applications should include a cover letter and detailed CV.

Deadline for applications: The University will begin considering applicants on **July 22nd, 2021** and continue until the position is filled. We appreciate all applicants, however only those selected to move forward in the competition will be contacted.

All qualified candidates are encouraged to apply; however, Canadian citizens and permanent residents of Canada will be given priority in this search. NSCAD university encourages applications from Indigenous persons, racially visible persons, persons with a disability, women, and all candidates who would contribute to the diversity of our community.