



URBAN COLLEGE

Annual Giving Officer

MISSION: The Urban College of Boston was established to provide post-secondary educational and professional mobility to members of the urban community who have been traditionally underserved by higher education.

Organization:

The Urban College of Boston is a **non-traditional**, multicultural two-year college chartered in 1993 by the state's Department of Higher Education to grant Associate's degrees in Early Childhood Education, Human Services Administration and General Studies. The **College** also offers 15 certificate programs and continuing education courses. Urban College is fully accredited by the New England Association of Schools and Colleges (NEASC). Dr. Linda Edmonds Turner is the current President of Urban College, which serves 600-700 students each semester and 1,200 students annually.

Eighty-eight percent of UCB's students are members of minority populations (Hispanic, African American, Asian American), 93% are women, and the average age is 35. Courses are taught in English, Spanish and Cantonese.

UCB provides inner-city residents who might otherwise never go to college a highly supportive environment that integrates a college education with career preparation and skill development, and encourages and enables students to transfer to local four-year institutions to complete their Bachelor's degrees. Through its partnership with Action for Boston Community Development (ABCD), Urban College offers students an array of support services (**including referrals** for health services, childcare, housing, personal counseling and job placement) that enable them to stay in school and complete their degrees.

Opportunity:

Urban College is seeking an **Annual Giving Officer** who will report to the Director of Institutional Advancement. This newly-created position requires an experienced fund raiser with proven success in the strategic growth of a comprehensive individual giving program. The Annual Giving Officer is responsible for planning and executing results-oriented programs and appeals to build and strengthen the donor base supporting Urban College. The annual fund program currently encompasses renewal and acquisition direct mail appeals, a leadership giving society, special events and commemorative giving. The Annual Giving Officer will work closely with the Director of Institutional Advancement, donors, trustees, volunteers, employees, faculty and community organizations.

Primary Responsibilities:

1. Coordinate and supervise all components of the Annual Appeal
 - Design, implement, monitor and evaluate direct mail program
 - Supervise acquisition campaigns for new donors and monitor quality control
 - Maintain tracking system for all gifts, including source of acquisition
 - Conduct ongoing evaluation of mailing lists and response rates
 - Produce gift reports, work effectively with direct mail and telemarketing vendors
 - Monitor the growth, cost effectiveness, return on investment, and productivity of annual fund programs

- Plan, organize and conduct acquisition and renewal campaigns with emphasis on expanding the donor base and increasing the average gift
 - Assist in recruiting volunteers for the development committee and special campaigns
 - Motivate and engage employee leadership and employees to become donors
 - Conduct volunteer training and report meetings
 - Work with communications department to develop promotional materials
 - Conduct special campaign for alumni, faculty, employees, and students
2. Manage Donor Clubs and Affiliation Groups
- Launch a named leadership giving society for gifts of \$1,000 and above
 - Recruit volunteers, conduct training, attend development committee meetings, write publicity and support materials and assist in continuing prospect identification
 - Provide oversight to volunteers' prospect tracks and encourage action
 - Work with the Director of Institutional Advancement to create a cultivation and stewardship plan for the President's Council
3. Supervise Donor Recognition/Relations.
- Implement innovative and effective donor recognition program plans and guidelines
 - Participate in staff discussions regarding named gift opportunities
 - Manage scholarship, memorial and bequest contributions and recognize appropriately
 - Plan and implement a recognition event for the new leadership giving society
 - Supervise installation and upkeep of plaques and signage
 - Monitor donor cultivation and stewardship via special events such as the annual Early Childhood Education Luncheon, college tours/site visits, and informational house parties
 - Devise follow-up cultivation strategies for event attendees
 - Contribute copy to the Urban College Annual Report
4. Work in collaboration with the Institutional Advancement team to ensure accurate, efficient and effective gift processing, recording, acknowledgment and procedures on the Raiser's Edge database.

Requirements:

- Bachelor's Degree; equivalent.
- At least three years' related experience in a College fund-raising environment.
- Excellent written and verbal communication skills.
- High level of experience and proficiency with computers and databases, including Raiser's Edge, Word, Excel and PowerPoint,
- Outstanding organizational and customer service skills and a proven track record in working closely with donors and volunteers
- Must be a highly-motivated self starter who works in a creative, flexible and entrepreneurial manner.
- Small-shop experience a plus.

Contact: To apply or nominate candidates, please submit a letter of interest with resume, credentials and references in confidence to:

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 Executive Search Division
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For more information about Urban College, visit: www.urbancollege.edu

