Job Description
Director of Annual Giving, Development and Alumni Relations

Penn Law is one of the nation’s oldest and most distinguished law schools. We offer a distinctive cross-disciplinary legal education, drawing on the depth and breadth of the University of Pennsylvania. The resulting intellectual opportunities and professional relationships bridge traditional boundaries and disciplines, making Penn Law an extraordinary supportive academic community for its scholars and students alike.

Position Overview:
The Director of Annual Giving reports to the Director of Development. The Director of Annual Giving has direct and primary responsibility for creating, implementing, administering and managing programs, staff and volunteers to meet the Law School's $3.0 million annual giving goal. This program is expected to grow at a minimum of 4 percent per annum. The Director of Annual Giving will manage a prospect pool.

Specific Responsibilities:

1. Oversees the following Programs: Reunion Giving; Non-Reunion giving; Benjamin Franklin Society; Young Benjamin Franklin Society, Class Agent Program; Penn@Work, GOLD program, 3L Gift Drive; Telemarketing and Direct Mail, which includes the design and drafting of approximately twenty direct mail solicitations and e-solicitations.

2. Responsible for identifying market trends in annual giving solicitations and finding new ways to increase dollars and donors through innovative solicitation strategies, like making all solicitations individually personalized with tokens, moving all solicitations from written content to video content, and using predictive modeling to increase donors based on individual interests.

3. Identifies, develops and manages an annual giving prospect pool. The minimum gift ask is $25,000 over five years for both restricted and unrestricted purposes. It is expected that the Director of Annual Giving will make 150 personal visits per fiscal year.

4. In collaboration with the Stewardship Team creates a robust and compelling stewardship plan for Annual Donors through the Annual Report and other vehicles.

5. In collaboration with the Alumni Relations Team creates a yearly plan for engaging GOLD alumni.

6. In collaboration with the Reunion Team creates a marketing campaign including Spotlight emails for Reunion fundraising and attendance

7. Supervises Assistant Director of Law Annual Giving and one support staff person.

8. Reports to the Director of Development.

9. Other duties as assigned.
Qualifications:

- Bachelor's degree required.
- Minimum of five to seven years of fundraising or related experience included but not limited to marketing; sales; admissions and/or career planning; preferably in a higher education or university setting.
- Outstanding written and oral communications skills.
- Demonstrated success in program and personnel management.
- Occasional overnight travel and some evening and weekend work.
- Valid driver's license required.

To apply: https://jobs.hr.upenn.edu/postings/33992

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