



# Elizabethtown College

Career Opportunity

## Director of Annual Giving

Elizabethtown College is seeking an individual to fill the role of Director of Annual Giving within the Development Department of Institutional Advancement. In addition to managing a small staff, this position will conceptualize, manage and oversee the implementation of an integrated annual fundraising and communication program (direct mail, online, social media, and phone) to ensure the College meets established annual financial and participation goals. The director is responsible for procuring major gifts to the Annual Fund through management of the College's Leadership Giving programs, The President's Society, The Trustee Annual Fund and the Parents Cabinet.

This position will also produce and execute a strategic annual plan for continuous growth of the Annual Fund with special emphasis on \$1,000 plus donors and young alumni to grow the Annual Fund in both donors and dollars, works closely with the Senior Associate Director in establishing ten annual fundraising committees, goal setting and overall committee management to ensure class giving success. The director will be the primary copywriter/ editor for all collateral for annual marketing campaigns and other projects as needed (solicitation and volunteer letters/ communications, brochures, social media, emails, advertisements, event programs/invitations, speaker scripts, annual report of giving, websites, among other office publications).

A Bachelor's degree in business, marketing, or related field; plus five to seven years of progressive experience with annual fund marketing concept, design, and implementation is required; experience in higher education is highly desirable. The successful candidate must also have strong organizational and analytical skills to identify areas of opportunity and manage operational efficiency as well as excellent writing and presentation skills; strong attention to detail; and the ability to handle multiple tasks in a fast paced environment.

This position requires the ability to work extended hours including weekends as needed. Equivalent combination of experience and training may be considered in lieu of required qualifications.

Located in southeastern Pennsylvania, Elizabethtown College offers its 1,900 students more than 53 academic programs in the liberal arts, sciences and professional studies. Driven by its commitment to "Educate for Service," Elizabethtown centers learning in strong relationships, links classroom instruction with experiential learning, emphasizes international and cross-cultural perspectives and nurtures the capacity for lives of purpose and leadership as global citizens. For more information, consult [www.etown.edu](http://www.etown.edu).

To apply, candidates should send a letter of interest; employment application; resume and contact information of three references to:

[hr@etown.edu](mailto:hr@etown.edu) (preferred)

**-OR-**

Elizabethtown College  
Attn: Human Resources  
One Alpha Drive  
Elizabethtown, PA 17022

For more information visit: [www.etown.edu/jobs](http://www.etown.edu/jobs)

*As an equal opportunity employer, Elizabethtown College is seeking candidates who will enhance the diversity of its faculty, staff, and administration.*