

Job Summary

The Digital Gift Officer develops an effective multi-channel concierge-like outreach to university alumni and community supporters that will generate significant relationships resulting in increased alumni engagement and participation in giving. Participates as an active member of the Leadership Gifts team, growing revenue and donor numbers through solicitations, volunteer engagement, and targeted campaigns. Frontline fundraisers are required to thoughtfully qualify, cultivate relationships, produce revenue, and steward donors. Frequent outreach and donor meetings to increase revenue for educational program funds and scholarships are required. The ability to work with diverse groups of alumni, donors, and teammates is desired. This position is crucial to advancing Western Michigan University's robust pipeline for our Major Gifts Team and beyond.

Entry-level fundraisers passionate about growing gifts at the leadership (mid-level) donors and beyond are encouraged to apply. Workplace culture fosters an opportunity for internal advancement.

Major Duties

- Works with the Director of Leadership Gifts using provided resources, segmentation, and multi-channel outreach, develops, manages, executes, tests, and measures campaigns, that increase donor participation and annual donations.
- Works to ensure successful promotion and engagement of campaigns on social media. In conjunction with colleagues, writes, and edits content for social and email communications that align with the department and university messaging, goals, and strategies.
- Determines and targets display advertising, and retargeting, using mobile geo-location to amplify and boost communication and messages to alumni.
- Builds relationships with donors and assists in coordinating strategies for the involvement of institutional partners.
- Identifies and qualifies donors to be moved along the major gift pipeline.
- Attains virtual visits via video conference or phone. May make in-person visits approved by the director.
- Promotes the annual fund to internal and external constituents.
- Applies industry best practices to maintain an awareness of successful initiatives utilized at peer institutions and make recommendations to grow the University's digital fundraising program.

Required Education

- Bachelor's degree in a related field from an accredited institution.

Minimum Qualifications

- One year's relevant experience.
- Strong interpersonal, written, and verbal communication skills.



- Experience in relationship building, cold calling, fundraising or sales.
- Ability to articulate the importance of higher education, and the critical role and priorities of the University.
- Ability to prioritize and execute multiple tasks to meet deadlines and goals.
- Strong self-motivation.
- Ability to work well as a contributing team member within a complex organization requiring collaboration, teamwork, and communication.
- Experience using relational databases.
- Experience using office software applications.

Required Other

Ability to work irregular shifts and extended hours, including evenings and weekends.

Physical requirements

Office or other indoor work with minimal physical demands such as occasionally lifting or moving materials less than 25 pounds.

Working conditions

Work is generally performed in a well-lit, temperature-controlled indoor environment with occasional exposure to the outdoors or any number of elements.

Opportunity

Western Michigan University is redefining success as it expands what it means to be smart in an ever-changing world. WMU prepares students from around the globe for a life well lived by helping them to pursue, thrive, and prosper so they can make a meaningful impact on society. Founded in 1903, WMU has undergone dramatic growth in size and stature during its nearly 120 years of service. Most recently, WMU saw first-year enrollment increase by 25% over previous years.

Through the establishment of the largest gift to a public University in 2021, The Empowering Futures Gift, WMU further embraces the University's mission, "So that all may learn." This generous gift of \$550M provides the University with the ability to rethink and redefine the meaning of access at WMU, while providing the genesis of real actions to remove the barriers to students working to complete their degrees and change their lives through education.

Compensation

The position is salaried: \$48,000 - \$55,000. Pay is commensurate with qualifications and experience, combined with an excellent benefits package. WMU provides retirement benefits matching up to 11%.

To Apply

To apply go to <https://www.wmujobs.org/postings/2032>

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