

Job Title: **Director of Development**

Location: Arkansas State University-Mountain Home, Mountain Home, Arkansas

Position Overview:

The **Director of Development** at Arkansas State University-Mountain Home (ASUMH) plays a crucial role in advancing the institution's mission and priorities by leading fundraising efforts and cultivating philanthropic support from alumni, donors, and community partners. Reporting to the Vice Chancellor for Institutional Advancement, the Director of Development serves as a key member of the institutional advancement team, responsible for developing and implementing comprehensive fundraising strategies to support the college's strategic goals and initiatives.

Primary Functional Areas:

Fundraising Strategy and Planning:

Develop and implement strategic fundraising plans and campaigns to achieve fundraising goals and objectives aligned with institutional priorities.

Identify and prioritize funding opportunities, donor prospects, and fundraising initiatives to maximize philanthropic support for ASUMH.

Donor Cultivation and Stewardship:

Cultivate relationships with current and prospective donors, alumni, and community partners to engage them in the college's mission and vision.

Develop personalized cultivation and stewardship strategies to nurture donor relationships and deepen their engagement with ASUMH.

Major Gifts and Grants:

Identify, solicit, and secure major gifts and grants from individuals, corporations, foundations, and government agencies to support capital projects, scholarships, programs, and initiatives.

Prepare persuasive funding proposals, grant applications, and presentations to effectively communicate the impact and importance of philanthropic investments in ASUMH.

Annual Giving and Campaign Management:

Oversee annual giving programs, including direct mail appeals, online giving campaigns, and special events, to solicit annual fund contributions from alumni, faculty, staff, and friends of the college.

Coordinate campaign logistics, volunteer engagement, and donor recognition efforts to maximize participation and support.

Planned Giving and Endowment Growth:

Promote planned giving opportunities, such as bequests, charitable gift annuities, and estate gifts, to secure long-term financial support and build the college's endowed investments.

Work collaboratively with legal and financial advisors to facilitate planned gifts and ensure compliance with gift acceptance policies and regulations.

Special Events and Partnerships Oversight:

Working with the Institutional Advancement team, overseeing community partnership special events and major projects, including the Coulter Celebration of Lights, ASUMH / City of Mountain Home Art Walk, Terre Ware Author Lecture Series, Rain Garden development, ASUMH Charity Golf Classic, etc.

Prospect Research and Pipeline Development:

Conduct prospect research to identify and qualify prospective donors with the capacity and affinity to support ASUMH.

Maintain accurate donor records, contact reports, and fundraising metrics in the donor database to track donor interactions and fundraising progress.

Alumni Engagement and Volunteer Management:

Develop strategies to engage alumni as ambassadors and advocates for ASUMH, fostering a sense of pride, loyalty, and involvement in the college community.

Recruit, train, and support volunteers, advisory boards, and fundraising committees to assist with donor outreach, events, and fundraising initiatives.

Arkansas State University System Foundation:

Maintain and coordinate collaborative efforts with the Arkansas State University System Foundation.

Collaboration and Relationship Building:

Collaborate with college leadership, faculty, staff, and volunteers to align fundraising priorities with institutional goals and academic initiatives.

Build and maintain strong relationships with internal and external stakeholders, including various boards, community leaders, and partner organizations.

Qualifications:

Bachelor's degree required; Master's degree in nonprofit management, fundraising, or related field preferred.

Minimum of three to five years of experience in institutional advancement, fundraising, development, or related field, preferably in higher education or nonprofit sector.

Demonstrated success in donor cultivation, solicitation, and stewardship, with a track record of securing major gifts and grants.

Strong communication, interpersonal, and presentation skills, with the ability to articulate the mission and impact of ASUMH to diverse audiences.

Knowledge of fundraising principles, techniques, and best practices, including gift planning, donor relations, and campaign management.

Proficiency in donor database management, prospect research tools, and fundraising software.

Ability to work collaboratively in a team-oriented environment, with a commitment to fostering a culture of philanthropy and engagement.

Willingness to travel, attend evening and weekend events, and represent ASUMH in the community.

Note: This job description is intended to provide a comprehensive overview of the Director of Development position at ASUMH and is subject to change based on the needs of the institution and the evolving landscape of higher education fundraising.