

## **MUHLENBERG COLLEGE**

### **ALLENTOWN, PA**

**Position Title:** Associate Director of Parent Giving

**Supervisor:** Director of The Muhlenberg Fund

**Classification:** Administrative Management (exempt)

The Associate Director of Parent Giving will advance the mission of the College by developing and increasing the level of personal involvement and financial commitment of current and former parents. This person is also the staff liaison to the Parents Council.

#### **Characteristics Duties & Responsibilities**

- Responsible for all activity related to the fundraising efforts in regards to current and past parents.
- Maintain a portfolio of 200-250 potential major parent donors capable of making a leadership gift to the College. This work includes cultivation, solicitation, closing and stewardship of major gifts and HMMS-level Muhlenberg Fund gifts.
- Responsible for all activities related to the Parents Council, including identification, cultivation, solicitation, and stewardship.
- Develop and maintain a travel schedule resulting in 15-16 prospect visits a month – a minimum of 185 visits are expected annually.
- Plan, coordinate and manage fall and spring Parents Council events.
- Grow, expand and support a growing, vital and engaged group of parent volunteers.
- Work with the Associate Director of Communication & Donor Relations on developing and coordinating parent-specific stewardship events and activities.
- Assist the Director in the overall management and design of The Muhlenberg Fund operation, including coordination of general parent direct mail and phonathon solicitations.
- Attend major on-campus College functions, including but not limited to Homecoming/Reunion Weekend, Family Weekend, Honors Convocation, Opening Convocation and Board of Trustee meetings, as well as regional alumni event activities.
- Other duties as assigned in pursuit of the mission of the Development and Alumni Relations organization.

## **Qualifications**

- Bachelor's degree and at least 5 years of successful experience in philanthropy, preferably in annual giving in higher education.
- Previous experience with parent and family giving preferred.
- Excellent skills in communication, analysis, organization, time management and planning.
- Strong analytical and assessment skills required.
- Demonstrated understanding of fundraising techniques, volunteer management, donor relations and stewardship.
- Ability to understand and articulate the role of a small, private liberal arts college.
- Ability to work in a self-directed fashion while serving as a member of a collaborative development and alumni relations team.
- Experience working with high level of executives, previous face-to-face solicitation experience.

## **Working Conditions**

- Extensive travel and some night and weekend work are required.
- Ability to navigate stairs.

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