

THE UNIVERSITY OF WYOMING JOB DESCRIPTION

This is a description of a staff position at the University of Wyoming not a job opening announcement. Look for current job openings at the following link: [UW Human Resources](#).

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

Title: MANAGER, ANNUAL GIVING APPEALS

Reports To: Designated Supervisor

UW Job Code: 3405

UW Job Family: 32 – Administrative Support

SOC Code: 13-1131

FLSA: Exempt

Pay Grade: 23

Date: 7-1-20

JOB PURPOSE:

Manage the social media and technology-based fundraising for the department of Annual Giving. Assist with the administration and implementation of annual giving programs. Serve as a key member of the Annual Giving team, supporting traditional functions of fundraising in the department.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Manage annual direct mail solicitations.
- Manage the direct mail strategy.
- Manage communication with campus partners on all items related to Annual Giving.
- Manage multiple budgets within the area.
- Manage UWF Giving Day.
- System Administrator for the third-party platform used to host UW's Annual Giving websites.
- Manage the direct stewardship of Giving Day donors.
- Manage Crowdfunding Strategy.
- Train all new crowdfunding platform users.
- Manage the review process for all new campaigns.
- Manage the overall digital solicitation strategy.
- Manage the digital solicitation budget.
- Manage annual Giving Stewardship.
- Manage the Steamboat Society, a giving society for all UW donors who give \$1,000 and up each fiscal year. Collaborate with the UWF Marketing and Communications team to produce stewardship materials, collaborate with the UW University Store on benefits, and send thank you packets to new donors weekly.

SUPPLEMENTAL FUNCTIONS:

- May make recommendations for current expenditures and ongoing budget planning; may manage funds for assigned areas of responsibility.
- Receive training and serve as the backup supervisor for the Cowboy Call Center in the absence of the Call Center Manager.

COMPETENCIES:

- Individual Leadership
- Meeting Membership
- Strategic Planning
- Influence
- Integrity
- Analysis/Problem Identification

MINIMUM QUALIFICATIONS:

Education: **Bachelor's degree**

Experience: **3 years work-related experience**

Required licensure, certification, registration or other requirements: **Valid driver's license**

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- Communication methods and techniques.
- Computer programs and software in use in the department or area.
- Organizational structure, workflow, and operating procedures.
- Project management principles, practices, techniques, and tools.
- On-call rotational procedures and protocol methods.
- Advanced computer equipment, peripherals, network equipment and software used in area.

Skills and Abilities to:

- Use discretion and independent judgment in matters of significance.
- Supervise and train others.
- Create, compose, and edit basic, routine and complex written materials.
- Communicate effectively both orally and in writing with a wide range of individuals and constituencies.
- Maintain effective supervisory relationships.
- Supervise and train assigned staff including organizing, prioritizing, and scheduling work assignments.
- Develop and maintain websites.
- Maintain calendars and schedule appointments.
- Use a personal computer and associated software in use in the department or area.
- Develop policies and procedures, and document the same.

- Interpret federal, state, university, and departmental policies and procedures.
- Organize resources and establish priorities.
- Develop and work within project budget, goals and objectives.
- Monitor project work.
- Manage projects to meet multiple and conflicting project timelines.

WORKING CONDITIONS:

No major sources of discomfort, standard office environment.

Authorized by Classification/Compensation, Human Resources

Employees may be requested to perform job-related tasks other than those specifically presented in this description. Participating in the University's hazardous waste minimization program is part of the job of each employee who uses (or may come in contact with) hazardous materials. Fair Labor Standards Act (exempt/non-exempt) is designated by position. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.