



**Marshall B.
KETCHUM UNIVERSITY**

Associate Director of Development and Alumni Relations

JOB SUMMARY

The Associate Director of Development and Alumni Relations is responsible for annual and scholarship fundraising from alumni, donors and corporations. This individual reports to the Sr. Director of Development and works collaboratively with program Deans, Directors and other staff to successfully implement and carry-out annual fundraising plans and alumni relations for each program; Southern California College of Optometry, School of Physician Assistant Studies and College of Pharmacy and MBKU. This individual is also responsible for fundraising and stewardship for scholarships, annual fund, sponsorships, Continuing Education, Gala Celebration and other annual gifts received by the institution and other identified annual fundraising priorities. The Associate Director of Development and Alumni Relations is also responsible for scholarship solicitations, stewardship, and scholarship and awards reporting in partnership with the appointed representatives in each college or program. The Associate Director works closely with the alumni board and affiliated program based alumni societies. The Sr. Director of Development and Vice President for University Advancement to develop programs and events to engage alumni and build relationships to secure private support and build alumni pride. This position actively manages a prospect portfolio of 100 - 150 individuals and corporations.

This position is eligible for a hybrid work arrangement.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Responsibilities include, but are not limited to:

- Develop the case for support for various annual fundraising priorities with effectiveness; while also articulating the priorities, goals and mission of the university.
- Develop proposals and other necessary written collateral to secure private support for annual campus and program priorities including scholarships, clinical underserved patient care, sponsorships, programmatic needs and other college based and MBKU and programmatic fundraising priorities.
- Write, develop, and manage annual appeals by building a schedule of solicitations and working with a mail house to print and send after

collaborating with the Sr. DOD and the Deans/Director to establish the priorities for the ask.

- At the direction of and in collaboration with the Sr. Director of Development, develop proposals to solicit alumni and non-alumni donors and prospects for endowed scholarships.
- Plan and oversee annual giving, scholarship, Alumni Association engagement activities and events and assist with Gala Celebration event. Assist the Sr. DOD and VP in developing programs to increase engagement activities for alumni, including alumni awards programming, regional receptions, alumni giving clubs and other volunteer opportunities.
- Manage the donor events and programs for Fall Scholarships and Spring Awards, and student stewardship to donors.
- Contribute to the overall strategic plan for the office of University Advancement as it relates to Alumni Relations, scholarship fundraising, and annual fund outreach and determine budget needs for related alumni and donor programs.
- Staff the Alumni Association Board meetings by preparing agendas, scheduling meetings and work with the Development Assistant to record minutes and provide other resources needed. Plan and participate in professional conference alumni receptions and programs.
- Field phone calls and inquiries from alumni and manage the class notes and obituary announcements in Ketchum Magazine.
- Actively identify, solicit, steward and manage a portfolio of assigned prospects and develop and implement donor cultivation, solicitation, and stewardship strategies.
- Collaborate with the Database Manager for donor, alumni and prospect mailing list management for the annual fund and other campus-wide mailings, including Ketchum Magazine, working closely with the Development Assistant.
- Following best practices and enter prospect and donor contact reports and proposals into the donor/alumni database (Raiser's Edge) according to UA procedures, in a timely fashion.
- Collect, and gather data and generate reports for assigned prospects as well as the scholarship and annual fund programs as needed.
- Engage in campus and community activities and functions as assigned.
- In collaboration with the UA team, develop donor stewardship reports for assigned prospects.
- Be an active and collaborative team member in University Advancement and with colleagues across the campus to accomplish goals.

QUALIFICATION REQUIREMENTS

To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- 2-5 years of annual fundraising experience, preferably at a higher education institution; or equivalent combination of education/experience.
- Thorough working knowledge of annual fundraising, donor relations, alumni relations concepts, principles, procedures, and techniques.
- Direct solicitation fundraising experience both orally and in written format.
- Strong knowledge of applicable laws, rules, regulations, policies, etc.
- Strong organizational, analytical and critical thinking skills, including skills in creative and effective decision-making and problem identification / avoidance / resolution, and project management skills.
- Strong skills in maintaining confidentiality.
- Ability to work independently with department, school and institutional goals in mind.
- Team-oriented strategist able to effectively manage complex situations involving multiple and sometimes competing constituencies.
- Skill in communicating persuasively, both orally and in writing, about private philanthropy in general and in particular as it applies to MBKU.

Preferred

Thorough working knowledge of the location, its vision, mission, goals, objectives, achievements and infrastructure. Working knowledge of Raiser's Edge or comparable a donor/prospect database system.

- Understanding of academic and education functions and operating principals of a university.
- Computer literate in Microsoft Office, Excel, Raiser's Edge or similar donor databases.
- Excellent interpersonal skills.
- Excellent written, verbal and non-verbal communication skills.
- Willingness to work weekends and evenings as needed.
- Excellent organizational skills with the ability to prioritize daily based on demands and deadlines.

EDUCATION AND/OR EXPERIENCE

The minimum amount of education and experience that an individual needs in order to successfully perform the essential duties of the position is:

Required:

- Bachelor's degree in related area and / or equivalent experience / training at a similar institution or non-profit.
- 2+ years of experience in fundraising, donor relations, annual fundraising and/or alumni relations and fundraising.
- Strong writing skills with experience developing annual fund solicitations, gift agreements and stewardship reports.
- 2+ years of event planning experience.
- Demonstrated experience working with campus partners and volunteers.
- Demonstrated organizational skills to achieve timely progress on multiple simultaneous complex projects, meet deadlines and maintain a high level of productivity.

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Preferred:

- Working knowledge of the higher education and/or health care environment.

ABOUT THE ORGANIZATION

Located in Fullerton, CA, Marshall B. Ketchum University is an independent, private, non-profit, accredited educational institution. MBKU is home to the Southern California College of Optometry, the School of Physician Assistant Studies and College of Pharmacy. Named after the founder of the optometric institution in 1904, the change to the University structure addresses the growing demand for highly skilled health care professionals.

The University's Southern California College of Optometry confers a Doctor of Optometry (OD) and a Master of Science in Vision Science (MS) degree. MBKU's School of Physician Assistant Studies under the College of Health Sciences awards a Master of Medical Sciences (MMS) degree. MBKU's College of Pharmacy welcomed its first class in the fall of 2016 and awarded the first Doctor of Pharmacy (PharmD) degree in Spring of 2020. MBKU owns and operates two premier eye and vision care centers: the University Eye Center at Ketchum Health and the University Eye Center at Los Angeles.

BENEFITS

MBKU provides an excellent benefits package including medical, dental, and life insurance, free vision exams, short and long term disability, generous paid time off plans, a university-sponsored retirement plan with a 9% contribution and an on-site fitness center located on the Fullerton campus. See our website under Employment for more details regarding benefits of working for MBKU (www.ketchum.edu).

HOW TO APPLY

Interested candidates, please send a cover letter along with your resume and salary requirements to humanresources@ketchum.edu. Position is open until filled.

MBKU is an equal opportunity employer; requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

All MBKU employees must be fully vaccinated against COVID-19. New employees must show proof of vaccination by the first day of work. Requests for reasonable accommodation due to medical or religious reasons will be considered on a case-by-case basis.