



**Marshall B.
KETCHUM UNIVERSITY**

Associate Director of Development for Scholarships, Annual Fund and Alumni Relations

JOB SUMMARY

The Associate Director of Development for Scholarships, Annual Fund, and Alumni Relations is responsible for the fundraising, up to \$25,000, and stewardship for scholarships, annual fund, and Gala Celebration for MBKU and all three programs (Southern California College of Optometry, School of Physician Assistant Studies and Pharmacy). The Associate Director is responsible for scholarship solicitations, stewardship, and awards reporting in partnership with the appointed representatives in each college or program. This position is responsible for all annual fund outreach to our approximately 4700 alumni and donors, including fundraising for annual events. The Associate Director works closely with the alumni board and VP to develop programs and events to engage alumni and build relationships to secure private support. This position actively manages a prospect portfolio of 50 - 100 individuals and businesses. This individual identifies and qualifies new prospects, makes discovery calls and builds a pool of new prospects on an ongoing basis. This position reports to the Vice President for University Advancement.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Articulate the case for support with effectiveness; communicate the priorities, goals and mission of the university.
- Articulate the value of supporting scholarship programs and other MBKU and programmatic fundraising priorities.
- Solicit new donors and prospects as well as new and renewed leadership scholarship and annual gifts through direct solicitation of individuals with the capacity to make gifts of up to \$25,000.
- Conduct a high volume of contacts and face-to-face meetings each year, primarily with alumni living in California, particularly southern California.
- Devise appropriate next steps for leadership annual giving prospects. This may include personally soliciting a gift, recommending further engagement through other programs, or recommending a major gifts officer to foster the relationship.
- Be an active and collaborative team member in University Advancement.
- Develop and carry out donor recognition and stewardship, and other Annual Giving and development activities in support of university-wide fundraising initiatives as directed by the Vice President for University Advancement.
- Manage a prospect portfolio of annual fund, scholarship and Gala event prospects and donors 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 for presidential and board of trustee updates and reporting.
- Engage in campus and community activities and functions as assigned.
- Plan and oversee Annual Giving and Alumni Association engagement activities.
- Assist the VP in developing programs to increase engagement activities for alumni, including alumni awards programming and volunteer opportunities.
- Field phone calls and inquiries from alumni and review with the VP to determine the appropriate course of action.
- Staff the Alumni Association Board meetings by preparing agendas, scheduling meetings, taking minutes and ordering refreshments.

- Plan and participate in college/program based regional receptions and professional conference receptions and programs.
- Oversee donor, alumni and prospect mailing list management for the annual fund and other campus-wide mailings, including Ketchum Magazine.
- In collaboration with the UA team, develop donor stewardship reports for assigned prospects.
- Manage annual appeals by building a schedule of solicitations and stewardship to be sent to donors and prospects.
- Manage the donor experience for Fall Scholarships and Spring Awards, including donor reception invitations, and the student thank you process.
- 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.
- Assist with foundation and corporate stewardship and grant reporting as needed.

QUALIFICATION REQUIREMENTS

The requirements 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.

- Direct annual fund and up to \$25K major gift solicitation fundraising experience both orally and in written format.
- 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 create and manage new opportunities.
- 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 from an accredited University
- 1-3 years of experience in fundraising, donor relations, annual fundraising and/or alumni relations and fundraising.
- Strong writing skills with experience developing proposals, annual fund solicitations, gift agreements and stewardship reports.
- 1-3 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.

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 will award a Doctor of Pharmacy (PharmD)

degree in the 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 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.