



Assistant Director of the Annual Fund

Reports to: Director of the Annual Fund

Position Overview

The Assistant Director of the Annual Fund works directly with the members of the annual fund team to achieve the annual fund goals, objectives, and strategies of the Virginia Athletics Foundation (“Foundation”) focusing primarily on donors and prospects whose motivation to support Virginia Athletics is philanthropic in nature and secondarily on the cultivation, solicitation and stewardship of donors who have benefits. The Assistant Director will report to the Director of the Annual Fund.

Job Responsibilities

- Identify, qualify, cultivate, solicit and steward annual fund donors in order to secure overall support for scholarships, operations and academic affairs.
- Assist in the strategy, creation, and execution of year-long giving and retention initiatives, focusing on philanthropic donors.
- Develop an assigned list of donors to cultivate for leadership philanthropic annual fund gifts.
- Support the development and implementation of creative fundraising plans, including but not limited to, Hoos Giving and former student-athlete solicitation.
- A primary contact for donors wishing to discuss annual fund contributions.
- During the football and basketball renewal processes, assist with donors wishing to discuss specifics with ticketing and/or parking.
- Utilize unique approaches in technology including social media for marketing, communications, data reporting and analysis for all target groups.
- Acquire and demonstrate complete command of Paciolan, Marketing Cloud, eQuery, and CRM systems.
- Collaborate with the Director of Marketing and Communications and the Director of Suites and Events on various projects as necessary including but not limited to All Sports Reunion.
- Provide assistance to VAF Directors on special projects as necessary.
- Maintain up-to-date knowledge of industry best practices.
- Provide a high level of customer service while maintaining a consistently positive attitude.
- Occasional work will take place during events and athletics contests on nights and weekends.
- Other duties as assigned by Director of the Annual Fund.

Qualifications

- Knowledge of college athletics and college athletics fundraising
- Bachelor's degree
- Strong communication skills.
- Ability to think and plan strategically and creatively.
- Highly organized and strong work ethic.
- Willingness to engage in advancement work at all levels driven by a passion for Virginia Athletics.
- Experience using Paciolan and/or Advance software preferred.

The Virginia Athletics Foundation offers a flexible and hybrid workplace. All team members must have access to and maintain a secure home office environment with high-speed internet service and work collaboratively with others using a variety of technologies and tools. Depending on the type of position and work performed, or as deemed by manager, some positions may be required to work intermittently in a shared office space located in Charlottesville, Virginia.

Committed to attracting and retaining a diverse staff, the Virginia Athletics Foundation honors your experiences, perspectives and unique identity. Together, we strive to create and maintain working environments that are inclusive, equitable and welcoming so we can best achieve our mission of supporting our broadly diverse donors, teams, and networks of engaged alumni, parents, and friends of the UVA Athletics.