



## The University of Michigan Athletic Department

### JOB DESCRIPTION

**Working Title:** Assistant Director, Donor Engagement, Communication and Events

**Supervisor Name:** Emily Ford

**Supervisor Title:** Director, Donor Engagement, Communication and Events

**Department Area:** Development

**Full Time or Part Time:** Full Time

**Exempt or Non-Exempt:** Exempt

#### JOB SUMMARY

The Assistant Director of Donor Engagement, Communication and Events will be responsible for developing strategic donor stewardship, marketing, communication and event initiatives.

The Assistant Director will work closely with the Athletic Development Team to sustain positive and mutually-rewarding relations between the Athletic Department and its donors; partner with university colleagues and coaches to determine the best strategies for effective stewardship of donors; maintain ongoing and active networking with internal and external constituencies; and provide event management for increased donor engagement.

#### JOB DUTIES/RESPONSIBILITIES

##### Donor Engagement & Event Initiatives

- Create exciting and innovative event experiences for all donors and prospective donors of the Athletic Department. This includes but is not limited to: Athletic Director Suites, Building Dedications, Scholarship Recognition, home and away game tailgates, small donor dinners/events, etc.
- In partnership with the members of the Donor Engagement team and Athletic Development Leadership team, clearly articulate desired and measureable outcomes for each event.
- Work in collaboration with other key athletic department teams on a variety of communications and marketing efforts that impact or overlap with development activities.
- Implement policies and procedures across the department that are essential for a comprehensive donor engagement program.
- Contribute to an innovative, systematic and integrated donor relations program that encompasses donor recognition events, endowed programs, and building naming dedications.
- Devise and use consistent, accurate, and appropriate information-sharing mechanisms for stewarding prospects and donors.

##### Event Management:

- Provide event briefing materials to athletic department leadership, coaches and other university administration as necessary.

- Plan, manage, and execute logistics for Athletic Development and various department wide events.
- Oversee facility selection, contract negotiations, food and beverage selections, audio/visual service, transportation, décor, entertainment, etc.
- Provide direction to internal University service departments and external vendors.
- Supervise on-site staff and vendors during events.
- Oversee the design, production, and distribution of invitations, printed programs, and other promotional materials.
- Supervise guest list management and other logistical responsibilities related to the events.
- Provide budget projections/estimates and reconcile final vendor payments.

### **Teamwork & Leadership**

- Contribute to a high functioning team, providing event staff with clear roles, responsibilities, accountabilities, mentoring, and support to be successful as a team.
- Participate in Athletic Development events as appropriate including, but not limited to, home and away football game activities, on and off-campus donor events, and other athletic activities as needed.
- Summarize and report on all events and desired outcomes to athletic department senior leadership.
- Develop and manage the events budget.
- Perform other duties as assigned.

## **QUALIFICATIONS**

### **REQUIRED**

- A bachelor's degree is required with a minimum of three to five years of event marketing experience working in a complex environment, preferably in fundraising or sports.
- Strong organizational and analytical skills with ability to initiate, analyze, monitor, evaluate and advance strategic plans and programs that support the Athletic Department mission and contribute to the overall goals and objectives of the fundraising program.
- Excellent written and verbal communication skills with the ability to interact with multiple patrons in a positive and productive manner while maintaining integrity and adhering to the compliance rules of the NCAA, Big Ten, and University of Michigan Athletic Department.
- Ability to exercise sound judgment and effectively determine when information needs to be advanced to other decision makers.
- Ability to work in a fast paced, ever-changing environment, with the ability to effectively adapt and be flexible.
- Ability to work effectively as part of a positive, team oriented environment.
- Strong commitment to the student athlete experience.
- Demonstrated ability to develop good working relationships with internal and external constituency groups and to work collaboratively with colleagues in a team environment.
- Sound organizational ability, a high degree of energy creativity and initiative; the ability to project the unique aims and values of the University of Michigan the Athletic Department and its donors and alumni.

- Ability to manage multiple projects and priorities and meet challenging and changing deadlines.
- Discretion and the ability to interact with top-tier donors while maintaining a high level of confidentiality.
- Experience with social networking tools.