

Student Philanthropy Manager (7546U) - 27309 - 1213
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=130479>

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Posted Oct. 3, 2019, expired Jan. 30, 2020

Job Title	Student Philanthropy Manager (7546U) - 27309 - 1213
Department	N/A
Institution	University of California, Berkeley Berkeley, California
Date Posted	Oct. 3, 2019
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Alumni Relations
Apply Online Here	https://apptrkr.com/1644674

Apply By Email

Job Description

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About Berkeley

The University of California, Berkeley, is one of the world's most iconic teaching and research institutions. Since 1868, Berkeley has fueled a perpetual renaissance, generating unparalleled intellectual, economic and social value in California, the United States and the world. Berkeley's culture of openness, freedom and acceptance academic and artistic, political and cultural make it a very special place for students, faculty and staff.

Berkeley is committed to hiring and developing staff who want to work in a high performing culture that supports the outstanding work of our faculty and students. In deciding whether to apply for a staff

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position at Berkeley, candidates are strongly encouraged to consider the alignment of the Berkeley Workplace Culture with their potential for success at [\[url=https://apptrkr.com/get_redirect.php?id=1644674&targetURL=http://jobs.berkeley.edu/why-berkeley.html\]](https://apptrkr.com/get_redirect.php?id=1644674&targetURL=http://jobs.berkeley.edu/why-berkeley.html)<http://jobs.berkeley.edu/why-berkeley.html>.

Application Review Date

The First Review Date for this job is: July 31, 2019

Departmental Overview

University Development and Alumni Relations (UDAR) strengthens Berkeley's excellence through engagement with alumni, parents, undergraduate and graduate students, and friends of the University, raising public awareness about Berkeley and increasing private philanthropy. UDAR provides overall direction for the campus' philanthropic advancement strategies and works to strengthen unit development in partnership with campus fundraisers. The Division handles a range of central activities and services encompassing communications, stewardship, prospect development, gift management, and more.

The Office of Annual Programs within the University Development and Alumni Relations department supports UC Berkeley's public mission to provide public education, research and public service by increasing financial support from alumni, parents, students, and friends. The office raises \$14-\$16 million annually and is responsible for engaging 26,000+ donors and volunteers. The goals of this office are to: 1) significantly raise the amount of discretionary funds for the Chancellor, deans, and program directors, 2) identify and cultivate new leadership and major gift prospects, 3) increase the number of annual donors, 4) engage, cultivate, and steward volunteers, and 5) instill a culture of giving among students and recent graduates. Programs include Direct Response Marketing, Parent Philanthropy & Engagement, Milestone & Next Generation Philanthropy, and Leadership Annual Giving.

We offer the following philanthropic and engagement opportunities for alumni, students, parents, and friends.

* Annual Giving: We raise annual unrestricted support for the Chancellor, the schools/colleges and other campus programs.

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- * Milestone Giving: We plan class reunion campaigns for the 10th, 25th, and 50th reunions and work with alumni volunteer committees to support these campaigns.
- * Next Generation Philanthropy: We develop and execute strategies to engage Berkeley students and recent alumni with relevant philanthropic and engagement opportunities.
- * Leadership Annual Giving: We develop and execute multi-channel strategies and tactics for acquiring, retaining, and upgrading leadership annual donors to Berkeley.
- * Cal Parents (Parent Philanthropy & Engagement): We provide families of current and past students the opportunity for meaningful engagement with the university through a variety of philanthropic initiatives and volunteer activities.

The Student Philanthropy Manager will report to the Assistant Director, Next Generation Philanthropy at UC Berkeley. This position builds on our current comprehensive Senior Class Gift program. In addition, this position will develop new programs to educate students on the importance of private support. It is expected that this position will achieve these goals through a multi-faceted strategy of marketing communications and volunteer engagement. Thus the Manager will design and oversee strategy and messaging, in addition to recruiting and managing a corps of student volunteers who have influential peer networks.

Responsibilities

Program Design and Strategy:

- * Develop and implement annual and long term (2-3 year) plans for increasing overall student awareness of philanthropy at Cal (e.g., marketing program to increase awareness and reasons alumni support Cal, welcome messages to 1st year students).
- * Collaborate with the staff of the California Alumni Association (Homecoming, Commencement, Senior Week, and other student activities), Student Activities and Services (Student Orientation, club outreach), External Relations (Homecoming, Welcome receptions and Commencement), Associated Students of California (ASUC) and other campus organizations that interact with students or young alumni to achieve goals above.
- * Serve as University Development and Alumni Relations' resource and Campaign lead for information about student life by providing information to staff as needed and serving as liaison for students and student services staff.

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- * Develop and implement fundraising strategies for graduating Cal students (approximately 7000 seniors).
- * Requires campaign timeline and strategy (including direct mail, telemarketing, web, events and personal solicitations) for the Senior Gift Campaign.
- * Partner with peers running senior campaigns with their own constituencies (e.g., Engineering, Haas School) with a goal of a coordinated message.
- * Oversee budget for Student Philanthropy program and share supervision of part-time student workers.
- * Remain current on best practices in program areas through peer contacts at other universities.
- * Develop and implement a comprehensive strategy for the transition for student to first and second year alumni, including researching best practices, analyzing UC Berkeley data, and recommending messages and programs to encourage young alumni giving. This includes managing the Giving Grads program from Charter Hill, and working with a small portfolio of very recent graduates to keep them engaged post-graduation.
- * Serve as expert on messaging and strategies for students and recent graduates, especially as it relates to the comprehensive campus-wide Campaign, and partner with colleagues in the Direct Response Marketing program (direct mail/telefundraising/web strategies) to implement strategy.

Reporting:

- * Develops and maintains reports with routine information, providing basic analysis of program trends, and short and long range results.
- * Monitors and documents program activities and results.

Volunteer Management:

- * Identify, recruit, motivate and train volunteers for Cal Student Philanthropy committee.
- * Manage activities of up to 50 student volunteers for that committee.
- * Identify, recruit, train and manage other student volunteers for purposes of student philanthropy education as needed (e.g. Student Philanthropy Advisory Council)
- * Staff occasional weekend or evening events, including Homecoming & Parents Weekend, Commencement, and evening/weekend committee meetings.

Required Qualifications

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- * Working knowledge of fundraising, donor relations and public relations concepts, principles, procedures and techniques.
- * Working knowledge of the campus, its vision, mission, goals, objectives, achievements and infrastructure, or ability to learn.
- * Working knowledge of applicable laws, rules, regulations, policies, et cetera.
- * Good written and interpersonal communication skills to establish and maintain good working relationships throughout the campus and with external constituencies.
- * Good organizational, analytical and critical thinking skills.
- * Skill to maintain confidentiality.
- * Good volunteer management skills.

Education/Training:

- * Bachelor's degree in related area and/or equivalent experience/training.

Salary & Benefits

This position is a non-exempt, bi-weekly paid position. Hourly pay for this role is commensurate with experience .

For information on the comprehensive benefits package offered by the University visit:

[url=https://apptrkr.com/get_redirect.php?id=1644674&targetURL=http://ucnet.universityofcalifornia.edu/compensation-and-benefits/index.html]http://ucnet.universityofcalifornia.edu/compensation-and-benefits/index.html

How to Apply

Please submit your cover letter and resume as a single attachment when applying.

Conviction History Background

This is a designated position requiring fingerprinting and a background check due to the nature of the job responsibilities. Berkeley does hire people with conviction histories and reviews information received in the context of the job responsibilities. The University reserves the right to make



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employment contingent upon successful completion of the background check.

Equal Employment Opportunity

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status. For more information about your rights as an applicant see:

[url=https://apptrkr.com/get_redirect.php?id=1644674&targetURL=http://www.eeoc.gov/employers/upload/pos

For the complete University of California nondiscrimination and affirmative action policy see:

[url=https://apptrkr.com/get_redirect.php?id=1644674&targetURL=http://policy.ucop.edu/doc/4000376/Nondis

To apply, visit

[url=https://apptrkr.com/1644674]https://careerspub.universityofcalifornia.edu/psp/ucb/EMPLOYEE/HRMS/c/H

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

N/A

University of California, Berkeley

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