

Associate Director of Development (7547U) - College of
Engineering
University of California, Berkeley

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Posted Sep. 16, 2024, set to expire Jan. 10, 2025

Job Title	Associate Director of Development (7547U) - College of Engineering
Department	College of Engineering
Institution	University of California, Berkeley Berkeley, California
Date Posted	Sep. 16, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Institutional Advancement
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Job Description

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Associate Director of Development (7547U) - College of Engineering

About Berkeley

At the University of California, Berkeley, we are committed to creating a community that fosters equity of experience and opportunity, and ensures that students, faculty, and staff of all backgrounds feel safe, welcome and included. Our culture of openness, freedom and belonging make it a special place for students, faculty and staff.

The University of California, Berkeley, is one of the world's leading institutions of higher education, distinguished by its combination of internationally recognized academic and research excellence; the

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transformative opportunity it provides to a large and diverse student body; its public mission and commitment to equity and social justice; and its roots in the California experience, animated by such values as innovation, questioning the status quo, and respect for the environment and nature. Since its founding in 1868, Berkeley has fueled a perpetual renaissance, generating unparalleled intellectual, economic and social value in California, the United States and the world.

We are looking for equity-minded applicants who represent the full diversity of California and who demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community. When you join the team at Berkeley, you can expect to be part of an inclusive, innovative and equity-focused community that approaches higher education as a matter of social justice that requires broad collaboration among faculty, staff, students and community partners. In deciding whether to apply for a position at Berkeley, you are strongly encouraged to consider whether your values align with our [Guiding Values and Principles](#), our [Principles of Community](#), and [our Strategic Plan](#).

At UC Berkeley, we believe that learning is a fundamental part of working, and our goal is for everyone on the Berkeley campus to feel supported and equipped to realize their full potential. We actively support this by providing all of our staff employees with at least 80 hours (10 days) of paid time per year to engage in professional development activities. To find out more about how you can grow your career at UC Berkeley, visit grow.berkeley.edu.

Departmental Overview

There are many reasons why the College of Engineering at UC Berkeley is ranked among the top three engineering schools in the world. We offer a dynamic, interdisciplinary, hands-on education. We challenge conventional thinking and value creativity and imagination. And our students and faculty are driven by social commitment and want to change the world. In the classroom, the research lab or the design studio, our community is both welcoming and tightly knit. Whether they're pursuing groundbreaking research or teaching students, our faculty members are engaged and accessible.

The College of Engineering Development team supports Berkeley Engineering's mission through marketing, communications, and private fundraising efforts. During the most recent fiscal year (2024) the College of Engineering raised \$90M in private gifts and is consistently among the top fundraising units within the university. Our alumni, friends, foundations and corporate partners are deeply committed to our tradition of excellence and give back generously to the college.

Job Summary

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Reporting to the Senior Director of Development and the Berkeley Engineering Fund (the college's annual fund), the Associate Director of Development position is a frontline fundraising role focused on discretionary gifts to the College of Engineering, primarily focused on the Berkeley Engineering Fund. The Associate Director is responsible for qualifying, cultivating, soliciting, and stewarding donors to the Berkeley Engineering Fund and other top College priorities through a combination of portfolio work, and programmatic outreach strategies (such as mini-campaigns, coordination with UDAR's Direct Response Marketing).

The Associate Director will increase awareness of and membership in the Dean's Society (\$2,500+), the College's leadership annual giving group and co-create new giving opportunities to drive larger annual fund contributions. We are seeking an individual that can highlight the Dean's priorities - supporting student success, launching new faculty careers and research directions, growing an equitable and inclusive culture, and providing state-of-the-art facilities. This position is a pivotal member of the Development Team.

At Berkeley Engineering, we educate and prepare engineering leaders who will create our future. While interest in STEM topics is desirable, a technical background is not required. We believe enthusiasm for innovation, entrepreneurship and a curiosity about engineering's impact on the public good are key ingredients for success in this position.

Application Review Date

The First Review Date for this job is: September 25, 2024 - Open Until Filled

Responsibilities

Under general supervision of the Senior Director of Development and the Berkeley Engineering Fund, this individual will grow the community of benefactors that support the Dean's highest priorities through a combination of frontline fundraising and programmatic strategy.

60% Leadership Fundraising and Portfolio Management

- Personally qualify, cultivate, solicit and steward an active portfolio of 150+ leadership and major gift prospects for increased levels of annual support ranging from \$1,000-\$100,000+ focusing on fundraising for the BEF and other key priorities.
- Make face-to-face solicitations for gifts in the four, five and six-figure range. A portion of these solicitations will be conducted in partnership with gift officers in other campus units.
- Make substantive contacts (e.g. significant moves that advance a relationship with the institution,

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such as in-person visits, phone calls and virtual visits) and customize correspondence to cultivate, solicit and steward annual, major and planned gift donors and prospects.

- Implement digital outreach strategies to maximize time spent with key donors and prospects.
- Build high trust relationships with a variety of colleagues across Berkeley Engineering and the greater campus as necessary to ensure all tracked prospects are adequately engaged, solicited, and stewarded.
- Coordinate leadership annual giving solicitations with the broader Development team.
- Take on shared responsibility for ensuring the integrity of our donor database including adding timely contact reports and updating data points including biographical details, contact information, relationships, etc.
- Ensures predetermined fundraising goals are met.

30% Annual Fund Mini-Campaigns: Strategy, Design, Execution

- Lead and/or support the planning and implementation of fundraising projects and programs including Dean's Society mailings, email campaigns, digital giving days, matching challenges, and new special projects.
- Collaboratively design and execute annual fund mini-campaigns through multiple channels, including creating written content.
- Collaborate with the Engineering Development team to identify and implement strategies encouraging major gifts to the annual fund.
- Partner with UDAR's Direct Response Marketing team in support of Dean's Appeal, Research appeal, and other timely communications. Support the success of Berkeley's student call center by providing training as needed.

10% Strategic Planning and Analysis

- Participate in short and long-range strategic planning.
- Collaborate with the Senior Director of Development and Senior Director of Advancement Systems to analyze annual giving data and trends to calibrate fundraising activities and improve fundraising results.
- Other duties as assigned.

Required Qualifications

- 2 or more years of frontline and annual fund fundraising experience, donor relations and public

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relations concepts, principles, techniques, procedures and practices.

- Can quickly learn about UC Berkeley's and the College of Engineering's vision, mission, goals, objectives, achievements and infrastructure.
- Knowledge of or can quickly learn applicable laws, rules, regulations, policies, etc.
- Strong written, oral and interpersonal communication skills, including political acumen, to establish and maintain good working relationships throughout the organization and with outside constituencies.
- Excellent skills in building & maintaining rapport with constituents and can articulate a compelling case for support. Strong customer service orientation.
- Excellent skills in establishing and maintaining working relationships with internal and external constituents.
- Demonstrates confidentiality when working with sensitive information.
- Superior organizational, analytic, and planning skills. Demonstrated ability to achieve project deadlines with excellent attention to detail.
- Flexible, positive attitude and ability to work both independently and as a team player.
- Skills to meet or exceed fundraising goals and objectives.
- Must be located in the Bay Area, hybrid schedule is available.
- Flexibility and willingness to travel to attend in-person donor visits, college events & campus meetings.

Education

- Bachelor's degree or equivalent experience and training.

Preferred Qualifications

- Demonstrated experience and keen interest in personally soliciting special gifts from individuals (\$2,500+).
- Experience in higher education is helpful.
- Interest in STEM topics, Entrepreneurship, Diversity, Equity, Inclusion and Belonging.

Salary & Benefits

For information on the comprehensive benefits package offered by the University, please visit the University of California's [Compensation & Benefits](#) website.

Under California law, the University of California, Berkeley is required to provide a reasonable estimate of the compensation range for this role and should not offer a salary outside of the range posted in this



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job announcement. This range takes into account the wide range of factors that are considered in making compensation decisions including but not limited to experience, skills, knowledge, abilities, education, licensure and certifications, analysis of internal equity, and other business and organizational needs. It is not typical for an individual to be offered a salary at or near the top of the range for a position. Salary offers are determined based on final candidate qualifications and experience.

The budgeted salary or hourly range that the University reasonably expects to pay for this position is \$88,900 - \$126,400 yearly (\$7,408.33 to \$10,533.33 monthly). This is a 100% time (40-hrs a week), monthly paid, FLSA Exempt position (Grade 23 in the UC Berkeley Career Track Salary Structure).

How to Apply

To apply, please submit your resume and cover letter. Questions may be directed to bef@berkeley.edu

Referral Source Info

This job is part of the Employee Referral Program. If a UC Berkeley employee is referring you, please ensure you select the **Referral Source** of "*UCB Employee*". Then enter the employee's **Name** and **Berkeley email** address in the **Specific Referral Source** field. Please enter only one name and email.

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 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, please see the [U.S. Equal Employment Opportunity Commission](#) poster.

The [University of California's Affirmative action policy](#).



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The [University of California's Anti-Discrimination policy](#).

To apply, visit

https://careerspub.universityofcalifornia.edu/psc/ucb/EMPLOYEE/HRMS/c/HRS_HRAM_FL.HRS.CG_S

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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