

Development Associate (7546U), Pipeline Growth,
University Development and Alumni Relations - 74403
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=251696>

Downloaded On: Jan. 19, 2025 9:05am

Posted Jan. 15, 2025, set to expire May 15, 2025

| | |
|-----------------------------|---|
| Job Title | Development Associate (7546U), Pipeline Growth, University Development and Alumni Relations - 74403 |
| Department | |
| Institution | University of California, Berkeley Berkeley, California |
| Date Posted | Jan. 15, 2025 |
| Application Deadline | Open until filled |
| Position Start Date | Available immediately |
| Job Categories | Professional Staff |
| Academic Field(s) | Institutional Advancement |
| Apply Online Here | https://apptrkr.com/5932648 |
| Apply By Email | |
| Job Description | |

Image not found or type unknown



**Development Associate (7546U), Pipeline Growth, University Development and Alumni
Relations - 74403**

About Berkeley

At the University of California, Berkeley, we are dedicated to fostering a community where everyone feels welcome and can thrive. Our culture of openness, freedom and belonging make it a special place for students, faculty and staff.

As a world-leading institution, Berkeley is known for its academic and research excellence, public

Development Associate (7546U), Pipeline Growth,
University Development and Alumni Relations - 74403
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=251696>

Downloaded On: Jan. 19, 2025 9:05am

Posted Jan. 15, 2025, set to expire May 15, 2025

mission, diverse student body, and commitment to equity and social justice. Since our founding in 1868, we have driven innovation, creating global intellectual, economic and social value.

We are looking for applicants who reflect California's diversity and want to be part of an inclusive, equity-focused community that views education as a matter of social justice. Please consider whether your values align with our [Guiding Values and Principles](#), [Principles of Community](#), and [Strategic Plan](#).

At UC Berkeley, we believe that learning is a fundamental part of working, and provide space for [supportive colleague communities via numerous employee resource groups](#) (staff organizations). 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 full-time staff employees with at least 80 hours (10 days) of paid time per year to engage in professional development activities. Find out more about how you can [grow your career](#) at UC Berkeley.

Departmental Overview

University Development and Alumni Relations (UDAR)

University Development and Alumni Relations (UDAR), increases support for and enhances knowledge of UC Berkeley through communications, public outreach, and fundraising. UDAR is responsible for fundraising and donor engagement, and works to strengthen unit development offices by consulting and partnering with campus fundraisers. UDAR also handles a range of central activities and services encompassing events, communications, stewardship, prospect development, gift management, database management, and more.

Office of Annual Programs Overview

The Office of Annual Programs within UDAR, is the university's largest fundraising department and is responsible for engaging thousands of alumni, parents, and students as donors and volunteers each year. The goals of this department are to: 1) increase the number of annual donors, 2) significantly raise the amount of discretionary funds for the Chancellor, the deans and program directors, and 3) identify campaign/major donors for the campus. Programs include the Parent and Family Philanthropy program, Pipeline Development, and Direct Response Marketing. The department is made up of 33+ employees and raises \$13-\$15 million in private contributions from 40% of campus donors each year.

Office of Pipeline Development Overview

The Office of Pipeline Development provides philanthropic opportunities for alumni, parents, and friends of UC Berkeley in the \$1k- \$100k level. Situated within the University Development & Alumni

Development Associate (7546U), Pipeline Growth,
University Development and Alumni Relations - 74403
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=251696>

Downloaded On: Jan. 19, 2025 9:05am

Posted Jan. 15, 2025, set to expire May 15, 2025

Relations division, and the department of Annual Programs, Pipeline Development solicits leadership gifts from UC Berkeley constituents, manages the pipeline growth program, and provides strategic leadership for campus units in scalable qualification and pipeline health.

The primary purpose of the position is to provide comprehensive support for the Pipeline Growth lead generation program, reporting to the Associate Director, Pipeline Growth. It involves designing, developing, delivering, and administering fundraising programs for UDAR's Pipeline Growth program, in service to the leadership portion of the donor pipeline (\$1k- \$100k). The **Development Associate** manages a variety of tasks in support of the Discovery Journey program and lead generation initiatives, including, but not limited to: data management and analysis, project management, and drafting mass qualification communications. The **Development Associate** may also plan, administer, and implement an established fundraising project or program of limited scope and complexity. The incumbent also conducts research background information on potential donors and develops materials, marketing plans, and organizes related programs/events; cultivates, stewards, and may qualify and solicit donor prospects.

This position provides critical infrastructure support to improve fundraising efficiencies for the Pipeline Growth team and the Discovery Program. This innovative program grows and diversifies the donor pipeline through Discovery Journeys. These journeys offer a new path to identifying and qualifying prospects by blending the strategies of traditional frontline efforts with mass communication outreach strategies. This role is the keystone position on the team by providing the critical support of content creation, data management, data integration, and data analysis, as well as project management.

Application Review Date

The First Review Date for this job is: December 3, 2024

Responsibilities

- **Data Analysis & Reporting:**

- Assist with data management and data tracking, identifying key point indicators and ensuring CADS data procedures and business rules are being followed.
- Develop and maintain reports for Pipeline Growth programs, providing in-depth analysis of program trends and identifying philanthropic patterns, tendencies, and interests among segmented pools of prospects.
- Monitors and documents program activities and results.
- Submits mass contact reports, tasks, interest codes, and survey data into CADS.

- **Programmatic Support:**

- Assist with managing workflow and collaboration processes for Pipeline Growth programs, primarily the Discovery Journey Program.

Development Associate (7546U), Pipeline Growth,
University Development and Alumni Relations - 74403
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=251696>

Downloaded On: Jan. 19, 2025 9:05am

Posted Jan. 15, 2025, set to expire May 15, 2025

- Support the Pipeline Development team with visual communication, ie. designing flyers, email graphics, or creating visuals for slide presentations.
- Support the Pipeline Health strategic planning efforts.
- **Communication Support:**
 - Manage Discovery Journey population data and all program communication platforms, including Salesforce Marketing Cloud, ThankView (video), GetThru (texting), and Calendly (appointment setting).
 - Draft, edit, and coordinate approvals from campus partners for copy, scripts, and messaging for the Discovery Journey program.
 - Assist with Discovery Journey qualification visits, as needed.
- **General Administrative Support:**
 - Schedules and/or coordinates events and meetings, including virtual meeting set up and technical support.
 - Creates materials for Associate Director in preparation for client meetings.
 - Maintains program information, including document and folder organization.
 - Assist with team logistics, like travel reimbursements and ordering office supplies.
 - Handle special projects/ assignments involving direct interaction with alumni, donors, and various campus fundraising partners.
 - Other duties as assigned.

Required Qualifications

- Demonstrated working knowledge of fundraising, donor relations, and public relations concepts, principles, procedures and techniques.
- Working knowledge of the location, its vision, mission, goals, objectives, achievements, and infrastructure.
- Working knowledge of applicable laws, rules, regulations, policies, etc.
- Good written, oral and interpersonal communication skills to establish and maintain good working relationships throughout the organization and with outside constituencies.
- Good organizational, analytical, and critical thinking skills.
- Skills in maintaining confidentiality.
- Flexible, positive attitude and ability to work both independently and as a team player.

Education Level

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

Development Associate (7546U), Pipeline Growth,
University Development and Alumni Relations - 74403
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=251696>

Downloaded On: Jan. 19, 2025 9:05am

Posted Jan. 15, 2025, set to expire May 15, 2025

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 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 hourly range that the University reasonably expects to pay for this position is \$38.31/hr. - \$45.50/hr, commensurate with experience.

- This is a 100% full-time (40 hrs a week) non-exempt career position, which is paid hourly and eligible for UC Benefits.

Other Information

- This is not a visa opportunity.
- This position is eligible for up to 80% remote work. Exact arrangements are determined in partnership with your supervisor to meet role responsibilities and department needs, and are subject to change.

How to Apply

To apply, please submit your resume and cover letter.

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



Development Associate (7546U), Pipeline Growth,
University Development and Alumni Relations - 74403
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=251696>

Downloaded On: Jan. 19, 2025 9:05am

Posted Jan. 15, 2025, set to expire May 15, 2025

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](#).

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

,