

Senior Director, Development Initiatives (0462U), Haas  
School of Business - 80120  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=260486>

Downloaded On: Aug. 2, 2025 1:51am

Posted Jul. 31, 2025, set to expire Jun. 30, 2026

<b>Job Title</b>	Senior Director, Development Initiatives (0462U), Haas School of Business - 80120
<b>Department</b>	Haas School of Business
<b>Institution</b>	University of California, Berkeley Berkeley, California
<b>Date Posted</b>	Jul. 31, 2025
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Professional Staff
<b>Academic Field(s)</b>	Institutional Advancement
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**Job Description**

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**Senior Director, Development Initiatives (0462U), Haas School of Business - 80120**

**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 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.

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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

UC Berkeley's Haas School of Business offers a unique opportunity to champion new ideas, collaborate across boundaries, and continually learn in a workplace committed to increasing diversity and creating a welcoming environment for all. Our distinctive culture is captured within our four Defining Leadership Principles: Question the Status Quo, Confidence Without Attitude, Students Always, and Beyond Yourself. These principles distinguish Berkeley Haas as a unique environment conducive to teamwork, collaboration, and career growth.

The Development and Alumni Relations (DAR) team at Berkeley Haas engages and cultivates alumni, parents, friends, corporations and foundations to advance the vision and mission of the school, inviting these key constituencies to provide volunteer leadership and make philanthropic investments in support of the school's students, faculty, and programs. The Development team cultivates prospective donors, both nationally and internationally, to inspire gifts in support of Berkeley Haas and provides staff support for high-level volunteer groups, such as the Berkeley Haas Advisory Board. With over 45,000 living alumni, the Alumni Relations team develops and builds greater awareness for career services, lifelong learning, and networking resources to support the engagement, learning, and connectedness of Berkeley Haas alumni.

### Application Review Date

The First Review Date for this job is: August 13, 2025

### Responsibilities

The **Senior Director, Development Initiatives** at the Haas School of Business reports to the Deputy Chief Development Officer and leads the execution of development programs and campaigns, direct

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response marketing, donor relations and engagement initiatives. This position drives high-impact contributions to the school, managing platforms and strategies that collectively raise nearly \$2M annually, while also fostering meaningful donor relationships that advance Berkeley Haas' mission.

In addition to overseeing direct response marketing and development programs/campaigns, the **Senior Director** leads two bodies of work focused on donor relations, engagement, and frontline fundraising support. This role combines tactical excellence with leadership expertise to ensure impactful campaigns, exceptional donor experiences, and alignment with institutional priorities.

### **Development Programs and Strategy Execution**

- Provide strategic leadership on high-level development programs and campaigns.
- Lead implementation oversight of annual and special campaigns and development programs, including Reunion, Big Give, End of Year Campaign, and others as needed.
- Lead engagement and collaboration efforts with the alumni relations team and the broader school community to develop a culture of philanthropy at Haas.
- Develop donor acquisition strategies to expand the base of donors to Berkeley Haas, utilizing Reunion, Big Give, matching gifts, donor societies, and other incentives.
- Set measurable goals, timelines, and implementation plans for each campaign, ensuring alignment with organizational priorities.
- Partner with the Deputy Chief Development Officer to align strategic efforts with other partners at DAR and Haas.
- Partner with the Deputy Chief Development Officer on team execution of the broader development strategies spanning principal, major, and leadership giving.
- Drive storytelling efforts to inspire donors through impactful communication and engagement approaches via case statements and impact reports.

### **Donor Relations & Digital Fundraising Strategy Development**

- Provide strategic oversight and implement guidance on donor relations strategies and bespoke donor engagement.
- Lead initiatives to enhance mass digital outreach impact, including leveraging data analytics, CRM tools, and other platforms to optimize donor outreach and retention.
- Strengthen pipelines for major giving through innovative cultivation strategies and targeted stewardship campaigns.
- Ensure proper donor appreciation and stewardship, including leading donor appreciation efforts.

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### **Team Leadership & Strategic Management**

- Lead and manage three key bodies of work: Direct Response Marketing, Donor Relations, and Frontline Fundraising Support Team. This includes direct supervision of the following roles:  
Director, Direct Response Marketing & Analysis  
Associate Director, Donor Relations  
Associate Director, Strategic Donor & Board Relations  
Assistant Director, Development  
Development Coordinator
- Foster a culture of collaboration, innovation, and accountability across teams.
- Provide mentorship and professional development opportunities to ensure team members achieve their goals.
- Collaborate with leadership to align team priorities with organizational strategies, ensuring operational efficiency and effective resource allocation.

### **Learning & Growth**

- Actively contributes to a team environment that fosters and promotes a culture of belonging for all, within the unit and at Haas.
- Exemplifies Haas' four Defining Leadership Principles: (1) Question the status quo; (2) Confidence without attitude; (3) Students always; and (4) Beyond yourself.
- Completes required training on time and engages in opportunities for learning pertinent to the position or at the suggestion of the supervisor.

### **Other Duties as Assigned**

### **Required Qualifications**

- Expertise in fundraising principles, comprehensive campaign strategies, and best practices for donor cultivation, solicitation, and stewardship, culminating in 7+ years of leadership experience.
- Leadership and team management skills to mentor and guide multi-functional staff across marketing, donor relations, and frontline fundraising support roles.
- Proven ability to lead the execution of high-level development programs and campaigns.
- Proven experience with CRM platforms and digital fundraising tools, with experience leveraging data and analytics to optimize donor outreach, engagement, and retention.
- Strong strategic thinking and problem-solving skills to align donor engagement programs with

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organizational priorities and philanthropic goals.

- High level of expertise in crafting compelling donor communications and storytelling, including case statements, impact reports, and personalized messaging.
- Ability to guide the creation and implementation of donor prioritization strategies tailored to various segments, including major, leadership, and principal-level donors.
- Proficiency in managing complex, concurrent projects, ensuring timely execution and effective resource allocation across campaigns and donor engagement efforts.
- Demonstrated understanding of the higher education philanthropy landscape and alumni relations frameworks, especially in the context of supporting academic priorities.
- Advanced interpersonal and collaboration skills, with a demonstrated ability to build and maintain productive relationships with donors, alumni, leadership, and stakeholders.
- Cultural competency and the ability to foster an inclusive, equitable, and team-oriented environment that reflects the institution's values and priorities.
- Expertise in using data analysis and donor insights to guide decision-making, identify opportunities, and strengthen giving pipelines.
- Adaptability and resourcefulness to manage competing priorities in a fast-paced environment while maintaining a high level of execution and stakeholder satisfaction.
- Excellent interpersonal skills, demonstrating a desire to promote diversity, equity, inclusion and belonging to establish and maintain positive & professional working relationships with colleagues, students and team members.
- Exemplifies Haas' four Defining Leadership Principles: (1) Question the status quo; (2) Confidence without attitude; (3) Students always; and (4) Beyond yourself.
- Demonstrates an understanding of and commitment to diversity, equity, inclusion, and belonging in a business, organization or public university setting.

#### Education Level

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

#### Preferred Qualifications

- Knowledge of or can quickly learn about UC Berkeley's and the Haas School's vision, mission, goals, objectives, achievements and infrastructure.
- Familiarity with Berkeley Haas' Defining Leadership Principles and how to integrate them authentically into donor strategies, team leadership, and external relationships.

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## **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 salary or hourly range that the University reasonably expects to pay for this position is \$109,200 - \$158,500, commensurate with experience.

- This is a 100% full-time (40 hours per week), career position that is eligible for full UC benefits.
- This position is exempt and paid monthly.
- This position is eligible for up to 40% remote work. Exact arrangements are determined in partnership with your supervisor to meet role responsibilities and department needs, and are subject to change.

## **Other Information**

- This is not a visa opportunity.

## **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.

## **Misconduct Disclosure**

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As a condition of employment, the final candidate who accepts a conditional offer of employment will be required to disclose if they have been subject to any final administrative or judicial decisions within the last seven years determining that they committed any misconduct; received notice of any allegations or are currently the subject of any administrative or disciplinary proceedings involving misconduct; have left a position after receiving notice of allegations or while under investigation in an administrative or disciplinary proceeding involving misconduct; or have filed an appeal of a finding of misconduct with a previous employer.

"Misconduct" means any violation of the policies or laws governing conduct at the applicant's previous place of employment, including, but not limited to, violations of policies or laws prohibiting sexual harassment, sexual assault, or other forms of harassment, discrimination, dishonesty, or unethical conduct, as defined by the employer. For reference, below are UC's policies addressing some forms of misconduct:

[UC Sexual Violence and Sexual Harassment Policy](#)

[UC Anti-Discrimination Policy](#)

[Abusive Conduct in the Workplace](#)

### **Equal Employment Opportunity**

The University of California is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, protected veteran status, or other protected status under state or federal law.

**To apply, visit**

[https://careerspub.universityofcalifornia.edu/psc/ucb/EMPLOYEE/HRMS/c/HRS\\_HRAM\\_FL.HRS.CG\\_S](https://careerspub.universityofcalifornia.edu/psc/ucb/EMPLOYEE/HRMS/c/HRS_HRAM_FL.HRS.CG_S)

### **Contact Information**

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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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