Saint Michael's College  
Job Description

Job Title:  Assistant Director for the SMC Fund-Phonathon & Direct Mail Programs

Department:  Institutional Advancement

Supervisor or Manager:  Director for Advancement Services and The Saint Michael's Fund

Date Created:  4/29/05  Last Revised:  4/29/05  FLSA Status:  E

Approved by (print name): ________________________  Signature: ________________________

Our Mission: It is the mission of Saint Michael’s College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

Major Objectives of the Position:
• Direct mail is coordinated for the Saint Michael's Fund, President's Office, Heritage Circle, and Alumni & Parent Relations; including purchasing supplies, work flow management, and segmentation to enhance Institutional Advancement in the quest to reach out to alumni
• The Phonathon program is managed, helping to build relationships with current students, alumni and colleagues and achieving participation goals
• With Assistant Director of the Saint Michael's Fund – GOLD, advise and support the Senior Class Gift Program, building lifelong relationships with seniors to enhance the mission of Institutional Advancement
• The management of the Reunion, Golden Knights and Class Agent Programs is facilitated by providing reports and lists through data management to foster the work of the colleagues in these programs
• The commitment to SMC’s mission is carried out, in all aspects of work, on a daily basis
• The SMC mission is effectively promoted and the IA mission is supported to build life-long relationships with alumni, parents and friends, and to engage alumni and friends of the College as active volunteers and benefactors
• IA policies are adhered to regarding confidentiality of prospect information and database integrity

Essential Duties and Responsibilities:
• Reaches Phonathon goals in both dollars and participation, by hiring, managing and training the student callers, coordinating the workload and the timing of calls
• Coordinates direct mail by ordering materials for the direct mail program, discussing timing of mailings, segmentation and messages to send, along with the actual mail process with work-study students and organizing the workload
• Advises the senior class on the Senior Class Gift Program, by helping them with their choice of gift and to process needed materials to make their goals possible, encouraging them and making suggestions to aid them so they that will reach their goal in both dollars and participation
• Aids the other development officers with the Class Agent, Golden Knights and Reunion programs, mainly in the area of reporting and data entry, along with suggestions to make the programs work and to assist with ideas for the mailings associated with the programs
• Assists with extras, such as mailings for the President's Office and special Phonathons, staff/faculty Phonathons, athletic Phonathon, etc.
• Maintains life-long relationships with Phonathon students, Senior Class Gift committee members, work-study students, alumni and parents to enhance the mission of Institutional Advancement

Secondary Responsibilities:
• Pitches in where needed, for example, helping other departments with mailings, including the President’s office
• Assists others with software problems and questions
• Shops and provides meals for work-study students at Phonathon times
• Fosters healthy, productive relationships with colleagues, students, and alumni
• Performs other duties as requested by supervisor
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**Positions Supervised:**  
- Work-study students for Phonathon, on an average of 20

**Position's Major Contacts:**  
- Director for the Saint Michael’s Fund  
- Administrative Assistant for the Saint Michael’s Fund  
- Phonathon students, work-study students, students with the Senior Class Gift  
- Institutional Advancement

**Demonstrates Excellence in this Position:**  
- Shows a steadfast commitment to participating as a member of a fully integrated outreach and development team  
- Possesses exceptional interpersonal skills and comfort dealing with a wide range of personalities  
- Enhances the Phonathon program and infuses it regularly with new creative ideas  
- "Goes the extra mile" to coordinate Phonathons, such as calling undecided alumni for a commitment, changing the calling location/space, flexibility by adding nights if needed, trying different calling times (afternoon session on Sunday), providing great snacks and other incentives at a reasonable cost  
- Changes schedule to fit the needs of the office, for example, staying later to finish a mailing, meeting with the seniors or attending a staff meeting at times not part of the normal schedule  
- Has a sense of humor and concern for co-workers, plus a positive attitude even under a great deal of change  
- Adds extra weeks to the Phonathon program to aid in needs of Institutional Advancement  
- Works extra hard to build great relationships with the students, with other Saint Michael’s employees through staff/faculty Phonathons and contact with other departments

**Education and Work Experience Required:**  
- Bachelor's degree plus experience in higher education preferable, or a combination of education and experience from which comparable knowledge and skills are acquired  
- Previous experience with mail houses, timelines, time management, Phonathons, training, working with students, Marketing and Customer Service

**Analytic Skills Required:**  
- The ability to recognize several likely causes of events, analyze relationships among several parts of a problem or situation, and then formulate a multi-step response.

**Language and Literacy Skills Required:**  
- Reads and understands basic instructions. Conversational skills including responding to supervisors and co-workers as needed to ask questions, provide information, seek direction and plan work. Some writing is required for position.

**Computer/Technology Skills Required:**  

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**Licenses, Certifications and Other Requirements:**  
- None required
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Physical Demands:
Work is often performed in a typical office environment requiring:
- Sitting in a normal seated position for extended periods of time
- Reaching by extending hand(s) or arm(s) in any direction
- Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard
- Communication skills using the spoken word
- Vision sufficient to see within normal parameters
- Hearing sufficient to hear within normal range
- No or very limited physical effort
- No or very limited exposure to physical risk

While performing the duties of Assistant Director for the SMC Fund-Phonathon & Direct Mail Programs, the employee must occasionally lift and/or move 10-25 pounds.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential functions.

Additional Requirements for the Job:
- Willingness to work the hours necessary beyond the regular schedule to complete job responsibilities, assist in staffing Reunion and Homecoming weekends, and participate at Commencement, convocations and other College events as defined by supervisor and responsibilities of this position.

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.