Saint Michael's College
Job Description

Job Title: Director of Parent Fund

Department: Institutional Advancement

Supervisor or Manager: Director for Advancement Services and the SMC Fund

Date Created: 4/15/05       Last Revised: 4/15/05       FLSA Status: E

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:
• Lifelong relationships are established with current student parents and parents of alumni and to solicit support, striving to connect parents to the College through a variety of programs and communication tools
• Unrestricted support is raised from parents for The Saint Michael’s Fund
• Gifts of $10,000 or more for Saint Michael's College are solicited and secured
• IA targets are met for Medallion membership (annual gift of $1,000 or more)
• A caseload of individuals is managed to identify, qualify, cultivate and solicit major prospects
• The mission of the College is well understood, articulated in an eloquent and compelling way and reflected in all manners of job duties including visits, events, phone calls, personal correspondence, and proposals
• 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:
• Calls prospects to arrange off-campus appointments, meets with approximately 150 parents one-on-one, off-campus throughout the year to qualify, cultivate, solicit, and steward
• Writes/produces communications for current parents and parents of alumni including direct mail (3x per year) and parent e-newsletter (4x per year)
• Assists in planning and staffing various programs for parents, in conjunction with others in the SMC community, i.e. Family Weekend, Orientation/Move-In Day, New Student Family Day, Academic Orientation, New Student send-offs
• Solicits volunteers to be on Parent Fund Committee and provides appropriate support
• Adds new prospects to pipeline, indicating readiness for solicitation and gift designation
• Identifies top 10 prospects and brings for review and discussion at prospect strategy meeting with the President
• Follows up on all visits with comprehensive action and assigns proper ratings to each person for future placement in pipeline or removal from pool
• Records, in detail, all activities with constituents in Benefactor system, reporting any changes in biographic information to other team members
• Participates in regularly scheduled IA prospect strategy meetings

Secondary Responsibilities:
• Shares experience and expertise with junior members of staff
• Assists with staffing at events such as Reunion, Winter Weekend, Alumni College
• Maintains relationships with SMC faculty and non-IA staff
• Attends SMC athletic and cultural events
• Performs other duties and assignments as assigned

Positions Supervised:
• None
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Major Contacts:
- Current parents
- Parents of alumni
- Alumni
- IA staff
- Assistant Dean of Student Life/Director of Student Activities
- Director of Student Resources
- Associate Academic Dean
- Assistant Director of Student Life, Director of First Year Programs

Demonstrates Excellence:
- Shows a steadfast commitment to participating as a member of a fully integrated outreach and development team
- Represents the College in a consistently positive light and truly enjoys working with the public
- Understands the unique perspective that parents have regarding higher education and is sensitive to the significant investment and impact that the cost of higher education has on families
- Monitors media about trends in higher education as they relate to the economy and the role parents play
- Keeps up on outside reading on relationships between parents and children with special attention paid to the "Millennial" books by Howe and Strauss
- Gathers knowledge about the history of the College and is proactive about staying up-to-date on recent campus activities
- Spends as many hours as needed on the telephone making calls in order to meet or exceed travel goals
- Provides regular opportunities to close major gifts from parents while maintaining their support for the Saint Michael’s Fund
- Maintains a professional appearance, exudes a positive outlook and be willing to accept challenges and changes

Education and Work Experience:
- Bachelor’s degree
- 3-5 years experience in fundraising, sales, non-profits or higher education a plus

Analytic Skills:
- 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:
- Reads and interprets a wide range of information. May interpret documents to others. Regularly writes reports and correspondence. Able to shift writing style as needed for different audiences. Regularly explains policies, listens to questions, responds, and problem solves. Speaks to individuals and small groups effectively.

Computer/Technology Skills:

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Licenses, Certifications and Other Requirements:
- Must meet driver’s eligibility requirements as stated in the Saint Michael's College Vehicle Use Policy

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 Director of Parent Fund, the employee must occasionally lift and/or move up to 10 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:
- Availability for overnight travel up to 2 consecutive nights
- 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.