



## **Director of the Annual Fund**

**Reports to:** Executive Director

**Supervisory Duties:** Assistant Directors of the Annual Fund

### **Overview**

The Director of the Annual Fund provides overall strategy, leadership, and direction for the Virginia Athletics Foundation's annual giving program. The Director oversees the comprehensive strategy and implementation of all annual fund activities, to include priority seating/parking benefits as well as special interest groups such as sport specific giving, former student-athlete campaigns and other as identified. The Director manages all aspects of the annual fund including identification, cultivation, and solicitation while maintaining a portfolio of 30-50 leadership annual giving and major gift prospects. The Director will also oversee fundraising responsibilities for a limited number of Olympic sport programs.

The Director works in close partnership with the Chief Operating Officer and the Director of Marketing and Communications. Providing leadership for an annual giving team, the Director will engage, manage, and develop collaboration among a staff of three assistant directors. The Director will also work closely with the Foundation's stewardship team to appropriately acknowledge annual fund donors.

The Director will serve as the main liaison between the Virginia Athletics Ticket Office and the Foundation, overseeing priority seating communications, benefit fulfillment processes and priority seating/parking strategy.

The Director will have responsibility for managing the Foundation's Benefits and Development Committee of the Board of Trustees.

### **Responsibilities**

- Leads and manages the annual giving team to include assistant directors
- Develops the annual fund plan with specific goals and performance metrics
- Develops and implements successful strategies for the cultivation and solicitation of donors and prospects at all annual giving levels
- Maintain a portfolio of 30-50 leadership annual fund donors and major gift prospects
- Serve as lead fundraiser for a limited number of Olympic sport programs
- Develops and cultivates new prospective donor relationships and strives to expand the Foundation's annual fund donor base
- Coordinate with Director of Marketing and Communications to develop appropriate fundraising materials for various annual giving campaigns

- Provides leadership to the Friends Of (sport-specific giving), Cavaliers for Life (former student-athlete giving) Young Alumni programs, and other special interest groups as identified to deepen the Foundation's relationship with donors and prospects
- Oversees member benefits, including priority seating communications, membership benefit fulfillment, and priority seating strategy

### **Qualifications**

- Strong grasp of college athletics fundraising
- Bachelor's degree (master's degree preferred)
- At least five years of direct fundraising experience, with a demonstrated track record of acquiring major and planned gifts
- At least two years of demonstrated success in staff leadership, with demonstrated ability to lead and motivate colleagues, staff, and volunteers
- Strong communication skills
- Ability to think and plan strategically and creatively
- Highly organized and strong work ethic
- Willingness to engage in advancement work at all levels driven by a passion for Virginia Athletics
- Experience using Paciolan and Advance software is necessary and experience with EverTrue software is helpful

### **Benefits\***

- Annual salaried position (compensation based on experience)
- Annual incentive program (based on staff performance)
- Paid personal leave and 12 paid holidays
- Health, dental, life, and long-term disability insurance
- 401k Plan with employer contribution
- On-site parking provided
- Football and Basketball season tickets for employee and eligible family members
- Family pass for regular season home athletics UVA Olympic sport events
- Recreation pass providing access to all UVA recreation facilities
- Hybrid work environment

To apply, please send a resume and cover letter to Todd Kersey, chief operating officer, at [vafweb@virginia.edu](mailto:vafweb@virginia.edu)

\*Benefits subject to change

The Virginia Athletics Foundation offers a flexible and hybrid workplace. All team members must have access to and maintain a secure home office environment with high-speed internet service and work collaboratively with others using a variety of technologies and tools. Depending on the type of position and work performed, or as deemed by manager, some positions may be required to work intermittently in a shared office space located in Charlottesville, Virginia.

Committed to attracting and retaining a diverse staff, the Virginia Athletics Foundation honors your experiences, perspectives, and unique identity. Together, we strive to create and maintain working environments that are inclusive, equitable and welcoming so we can best achieve our mission of supporting our broadly diverse donors, teams, and networks of engaged alumni, parents, and friends of the UVA Athletics.