

UMKC Foundation Position Description Advancement Direct Response Manager

Purpose: The Advancement Direct Response Manager is responsible for providing project management to all Advancement related mass communications and solicitations sent by the Division of Advancement and the UMKC Foundation. The position will work within the Central Office team and will interact daily with colleagues in data, gift processing, stewardship, alumni relations, annual giving and operations. The role will also be the liaison with external UMKC departments and vendors.

Organizational Relationships: The Advancement Direct Response Manager has a reporting relationship to the Division of Advancement and the UMKC Foundation's Assistant Vice Chancellor for Alumni Relations and Annual Giving.

Essential Duties and Skills:

1. (60% of Time) Project Management and coordination of a comprehensive calendar outlining Advancement related mass communications and solicitations. Collaborating with external departments and vendors to ensure seamless execution of communication initiatives.
2. (20% of Time) Evaluate and implement policies regarding communication strategies and implications of the Division of Advancement and the UMKC Foundation Mass Communication Plan.
3. (15%) Serves as the primary point of contact for all UMKC Foundation general donor interactions or request. Delegate tasks and coordinate responses to ensure timely and effective communication with donors.
4. (5% of Time) Other duties as assigned by UMKC Leadership or as necessary to support the overall objectives of the Foundation.

Knowledge Desired:

- Strong Project Management by efficiently coordinating and overseeing the implementation of mass communication campaigns and solicitations, ensuring adherence to timelines, budgetary and quality standards.
- Strong written and verbal communication skills. Must be able to articulate and convey clear, compelling messaging across various channels, and stakeholders, fostering positive relations and driving support for the UMKC Foundation's and the UMKC Alumni Association's missions and initiatives with internal and external partners.
- Demonstrated ability with scheduling software or tools to create and maintain a comprehensive calendar of communication activities, including email, mail, mass communications and mass solicitations.
- Serve as the liaison with the university's Marketing & Communications team. Demonstrated understanding of strategic timing and frequency for various types of mass communications and solicitations and branding principles/guidelines to ensure consistency across all communication channels.
- Familiarity of database/CRM management principles used for storing and managing information and be knowledgeable of data privacy regulations ensuring compliance with donor data.
- Serving as the liaison with the advancement services department on all mass communications & solicitations. Firm understanding of data analysis techniques to review and refine data list for accuracy and completeness.

- Knowledge of segmentation strategies for tailored messaging and providing review, refinement and quality control of data list used in mass communications.
- Knowledge of organizational policies and procedures for approvals and adhering to compliance standards.
- Serving as the liaison with external vendors, should be experienced with print production processes, terminology to communicate effectively and negotiation techniques to secure favorable terms and pricing.
- Serves as point for monitoring general response email, voicemail and coordinating prompt responses displaying the ability to delegate tasks and coordinate responses among team members to ensure prompt follow-up and resolution using donor centric principles.
- Professionalism and discretion in handling confidential alumni, donor and prospect information.
- May include evening and weekend work to meet deadline needs.

Education and Experience: Bachelor's degree from an accredited institution in a relevant field plus three years of experience required in Project Management, Mass Communications, or related field. Experience in non-profit donor relations, higher education or a comparably complex organization is preferred.

Supervisory Controls: Incumbent must have a high level of independence in accomplishing the responsibilities of the position. Goals, priorities, and major projects are reviewed and discussed on an on-going basis with the AVC.

Guidelines: Guidelines are provided by the goals and objectives of the position, by fundraising strategies and techniques, by stewardship guidelines, and by the goals of the UMKC Foundation, the UMKC Alumni Association and the mission of the University. Confidentiality and discretion are mandatory.

Complexity: The ability to interact comfortably, tactfully, and effectively with varied internal and external constituencies is essential. Must display a high level of maturity and personal integrity and ability to understand, develop, and sustain resilient and dynamic relationships with colleagues and senior management.

Scope and Effect: This position has a significant effect on the success of the UMKC Foundation. Effective leadership in this role affects UMKC's ability to meet its goals and provide the best possible education and conduct life-changing research.

Environmental Demands: This position does not require unusual physical ability. Little physical exertion is involved, although considerable pressures exist; ability to handle tension and stress in a positive manner is required. No risks or discomforts are imposed upon this position by the physical surroundings or job situation. Travel requirements are minimal.

Hiring Salary Range: \$60,000 to \$70,000, Commensurate with experience.

About the UMKC Foundation: The UMKC Foundation is a separate but affiliated enterprise devoted to raising funds for the university and for exercising fiduciary responsibility over endowments and other philanthropic investments made to UMKC.

If you are interested in helping grow the culture of philanthropy that supports UMKC, please send your cover letter and resume to: contact@umkcfoundation.org Position will remain open until filled.

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