



## DIRECTOR OF ANNUAL GIVING JOB DESCRIPTION

**Position:** Director of Annual Giving      **Reports to:** Chief Financial Officer  
**Office:** Annual Giving      **Contact:** [humanresources@cbna.org](mailto:humanresources@cbna.org)  
**Status:** Full Time, Exempt, Benefits Eligible      **Salary Range:** \$60-80k (DOE)

### ABOUT THE DIOCESE OF FAIRBANKS

The Diocese of Fairbanks (AKA Catholic Bishop of Northern Alaska or CBNA) covers nearly 410,000 square miles, the northernmost two-thirds of the state. There are only forty-six parishes, eight of which are self-supporting. Profound differences exist between urban “road system” parishes and those in remote regions, including Athabaskan, Yup’ik, Čup’ik, and Inupiat villages. Our few priests and religious must travel great distances and endure harsh environmental conditions, difficult terrain, and extreme poverty to do their work. Most cover multiple parishes, traveling via small plane, boat, or snow machine depending on the season. Many parishioners consider themselves fortunate if they receive sacraments from a priest every two or three months! The viability of these parishes and missions depends on the support of grant funding and individual donations from across the country and around the world.

### OVERVIEW

The Director of Annual Giving (DAG) oversees the annual fundraising program for the Diocese of Fairbanks, which includes the implementation and evaluation of a strategic annual giving plan to raise unrestricted and restricted gifts to support the mission work of the diocese as described above. The DAG will have primary responsibility for establishing and implementing the infrastructure needed to grow a multi-million-dollar budget through analysis of the direct mail and multi-media solicitation program to acquire new donors and to maintain support of established donors by cultivating relationships.

### ESSENTIAL FUNCTIONS

- Plan, develop, and implement a strategic plan with objectives and timelines for the annual giving program, to include identification, cultivation, and solicitation of annual gifts in collaboration with senior leadership.
- Oversee the direct mail and multi-media mass solicitation program; work with Donations Department Supervisor to ensure donors are properly recognized.
- Foster the growth of best practices in the supporting areas of donation processing, data management, and donor relations as related to annual giving and CBNA as a whole.
- Stay abreast of annual giving trends and strategies for religious non-profits including social media and other fundraising tactics. Make recommendations on strategy changes. Attend annual fundraising conference.



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- Data analysis of solicitations both immediate and over time (e.g., in person mission appeals, direct mail appeals and newsletters, etc.) to include rate of return by volume and long-term financial rate of return.
- Build relationships between potential donors and the Diocese of Fairbanks by responding to inquiries and providing information about the diocese and our mission. Foster relationships between existing donors and the Diocese of Fairbanks.
- Director of Annual Giving oversees and manages the External Publications Editor (EPE).
- Collaborate with EPE to generate target donor lists based on analysis of previous solicitations and input from leadership, budget for and maintain appropriate inventory for direct mailings and donor communication, and maintain mission and branding focus.

### EDUCATION AND EXPERIENCE

- Bachelor's Degree in Statistical Analysis, Stewardship, Marketing, Philanthropic Studies, or related discipline.
- Five years' experience in related field or demonstration of knowledge appropriate to the position and CFRE certification.

### KNOWLEDGE AND SKILLS

- Knowledge of tenets of the Catholic faith and religious terminology.
- Proficient with Microsoft Office Suite, especially Word, Excel, and Outlook.
- Excellent oral and written English-language communication skills, clear speaking voice.
- Demonstrate analytical and fundraising skills with the ability to recognize opportunities and prioritize them to attain goals.

### COMPETENCIES

- **Leadership:** exhibits confidence in self and others; inspires respect and trust; reacts well under pressure; shows courage to act; motivates others to perform well.
- **Quality/Quantity:** Uses technology to increase productivity; demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; completes work in timely manner; strives to increase productivity.
- **Planning/Organization:** Prioritizes and plans work activities; uses time efficiently; plans for additional resources; sets goals and objectives; works in an organized manner.
- **Customer Focus (Internal and External):** Effectively meeting customer needs and taking responsibility for customer satisfaction.
- **Workplace Ethics:** Treats people with respect; inspires the trust of others; works ethically and with integrity; maintains confidential information; supports teachings and mission of the Catholic



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Church; abides by the Code of Pastoral Conduct for Clergy, Religious, Lay Employees, and Volunteers of the Diocese of Fairbanks.

- **Attention to Detail/Quality Orientation:** Accomplishing tasks by considering all areas involved, including minute details; showing concern, accuracy, and good quality output; accurately checking processes and tasks. Monitoring activities.
- **Collaboration:** Working effectively and cooperatively with others, asking clarifying questions for the purpose of achieving common objectives. Building and maintaining good working relationships with employees. Works actively to resolve conflicts and gives and welcomes feedback; contributes to building a positive team spirit.
- **Managing Work/People:** Manage multi-phase projects from inception to completion. Effectively managing time and resources to ensure that work is completed to meet expectations. Provides direction and gains compliance; includes subordinates in planning; takes responsibility for subordinates' activities; makes oneself available to subordinates; provides regular performance feedback; develops subordinates' skills and encourages growth.
- **Delegation:** Delegates work assignments as needed; matches the responsibility to the person; gives authority to work independently; sets expectations and monitors delegated activities; provides recognition for results.
- **Continuous Improvement:** Monitoring work processes and workflow and continuously seeking ways to improve efficiency and effectiveness.
- **Dependability:** Being reliable, responsible, dependable, and fulfilling obligations with a willing attitude.
- **Inductive Reasoning/Problem Sensitivity:** Sensitive to observation and identification of issues presenting out-of-the-norm and that may be indicative of problems needing to be addressed.
- **Work Standards:** Set expectations of high-performance standards and hold oneself and subordinates accountable for accurate and timely completion of tasks and projects.

### PHYSICAL DEMANDS AND WORK ENVIRONMENT

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 disabilities to perform the essential functions.

- Must be able to sit for extended periods at a computer workstation.
- Must be able to stand for long periods of time and transgress multiple stairs.
- Must be able to push and occasionally lift or carry objects weighing 25 pounds.



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### DISCLAIMER

The above is intended to describe the general context of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.

### APPLICATION FOR EMPLOYMENT

For more information, or to submit a cover letter and résumé please contact [humanresources@cbna.org](mailto:humanresources@cbna.org).