



POSITION PROFILE

DIRECTOR OF ANNUAL GIVING

(Flexible/Hybrid Options)

2023

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George Mason University Office of Advancement and Alumni Relations seeks a strategic collaborative leader to serve as the Director of Annual Giving.

The Director is a critical partner in encouraging and increasing a broad base of ongoing annual support from alumni, parents, friends, faculty/staff, and students to equip the needs of the university such as funding innovative programs, up-to-date technology, and recruit esteemed faculty for its students.



ABOUT George Mason University

Mason is fueled by differences, but thrives in a shared dream: to change the world and create a better tomorrow.

MISSION

To be an innovative and inclusive academic community committed to creating a more just, free, and prosperous world.

OUR CORE BELIEFS

- ❖ We believe in inclusivity over exclusivity.
- ❖ We believe in advancing our mission by being willing to take risks, not avoiding them.
- ❖ We believe our best work is only possible when we apply our diversity of origin, identity, circumstance, and thought.
- ❖ We believe talent is equally distributed among people, but opportunity is not. At Mason, education is opportunity's great equalizer.
- ❖ We believe we grow wiser and stronger from examining our full truths, no matter how complicated, messy, or discomfiting they might be.
- ❖ We believe we are strong enough to work, live, and study together, even when we disagree.
- ❖ We believe no problem is unsolvable.

Mason is not just an institution of higher education and excellence. Mason is an institution of higher purpose. With campuses and sites reaching across Virginia and beyond, George Mason University has a sizable regional presence and global reach. Its locations serve Mason's 39,000-plus students, as well as nearly 10,000 faculty and staff.

GEORGE MASON UNIVERSITY

George Mason University has come so far in just 50 years and grown into the largest, most diverse, and most innovative public research university in Virginia. Mason opened its first campus in Fairfax, VA, in 1964 which is nestled in the woods on 677 acres and located just 20 miles from downtown Washington, DC. Today, Mason has several bustling campuses with an ever-growing student population including regional campuses in Arlington and Prince William counties, an international branch campus in Songdo, South Korea, and instructional sites in Loudoun County, Herndon, Lorton, Woodbridge, and Front Royal. Mason's outstanding academic programs, inclusive communities, and key location continue to attract students from across the globe. Mason's research investments for 2022 totaled \$178 million and in the last 20 years, Mason has grown its enrollment every year except for two.

AT A GLANCE

- Largest public research university in the Commonwealth of Virginia.
- 132 degree programs are offered at the master's, doctoral, and professional levels, and more than 100 graduate-level certificates.
- Nationally ranked as an R1 research university.
- Students come from 50 states and 130 countries.
- 90% admissions rate.
- 24% of Mason undergraduate students are first generation students.
- 40% of Mason students major in STEM fields.
- 22 NCAA Division 1 teams, 34 club sports, and 25 intramural activities.
- 87% of graduates report positive career outcomes within six months.
- 77% of the 2022 graduating class are employed in VA, MD, or D.C., driving economic growth in the region.

RECENT ACCOLADES

- *Money Magazine* names Mason as one of their Best Colleges in America 2023.
- *U.S. News and World Report* ranks Mason as the #1 University for Diversity and Innovation.
- *U.S. News and World Report* ranks Antonin Scalia Law School as no. 2 law school in the commonwealth.
- *U.S. News and World Report* ranks Mason's graduate programs in top 30 nationally.
- The *National Science Foundation* ranks Mason 10th among U.S. public universities in research growth over the past decade.



ABOUT University Advancement

The **University Advancement** division is a comprehensive development and alumni relations enterprise with a staff complement of approximately 135 full-time employees. Functional units within Advancement & Alumni Relations include university priorities, alumni relations, donor relations, advancement communications, gift processing, research, prospect management, planned giving, parent giving, corporate and foundation relations, strategic advancement systems, and annual giving.

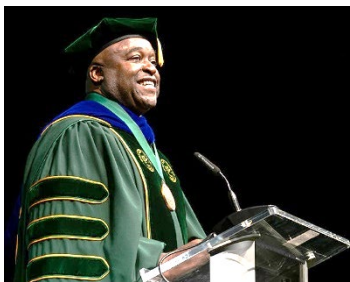
Advancement's mission is to build strong, lifelong relationships with George Mason University's alumni and constituents, while matching their philanthropic interests with the university's aspirations and priorities. The division is committed to serving the needs of the university, its alumni, and the greater community by providing access to quality education and lifelong learning. Respect, service, integrity, collaboration, diversity, transparency, and creativity are the values that guide its work and culture.

The Office of Annual Giving at George Mason University is responsible for encouraging and increasing a broad base of ongoing annual support from alumni, parents, friends, faculty/staff, and students. From this base of support, Mason is able to fund innovative programs for students, provide up-to-date technology, and recruit esteemed faculty that otherwise would not be available through state and local funding.

MASON NOW: POWER THE POSSIBLE

Mason's next 50 years are even more impactful than its first 50 by means of a \$1 billion campaign currently underway. As Mason partners with government and industry to drive innovation in the capital of the nation, it is committed to making an impact. Initiatives include Power for Student Success, Research, Innovation, Community, and a Sustainable Future.

[Click here](#) to learn more.



"We believe that present progress matters more than past pedigree. That talent needs opportunity, not permission. That the future is something we create, not something that happens to us. And when all voices are invited to shape what's next, the future is closer than you think."

Dr. Gregory Washington, President of George Mason University



ABOUT the Opportunity

The George Mason University Office of Advancement and Alumni Relations invites qualified candidates to apply for a full-time Director of Annual Giving position. George Mason University has a strong institutional commitment to the achievement of excellence and diversity among its faculty and staff, and strongly encourages candidates to apply who will enrich Mason's academic and culturally inclusive environment.

THE ROLE OF THE DIRECTOR OF ANNUAL GIVING

Working with the Director of Development, Annual Giving Strategic Initiatives, this position leads the university's efforts to increase annual individual giving from alumni, parents, faculty, staff, and students. The Director of Annual Giving assists with the execution of a strategic plan for the Office of Annual Giving to meet yearly financial and participation goals.

DUTIES & RESPONSIBILITIES

- Synthesizes information and develops key findings that will drive strategic decisions in annual giving across the organization;
- Presents written, graphic, and oral reports to colleagues on results of projects;
- Creates visually pleasing and easy to read reports that drive strategy within the unit and provide informatics of annual giving results and recommendations;
- Manages both of George Mason's major annual campaigns (Season of Giving and Mason Vision Day);

- Cultivates partnerships with other departments across campus;
- Manages a stewardship program for annual donors;
- Oversees ongoing strategic initiatives for annual giving, including optimizing partnerships with gift officers, building the university's crowdsourcing program, determining how to best involve volunteers, and utilizing engagement scores and predictive indices;
- Consults with analytics experts, colleagues, and consultants; attends seminars and training courses to acquire body of knowledge and best practices in prospect management and data analysis;
- Contributes to evaluation of analysis tools and makes recommendations to Director of Development;
- Effectively manages, develops, and motivates Annual Giving staff of professionals;
- Must be able to travel, and occasional work on evenings and/or weekends may be required; and
- Performs other duties as assigned.

REQUIRED QUALIFICATIONS

- Significant experience (typically 5+ years) in managing annual giving programs integrating the full strategic complement of solicitation channels;
- A significant background in all forms of direct marketing—especially direct mail and e-direct—including knowledge of direct marketing strategy, creative development, production, and program metrics which consist of creating dashboards and reporting;
- Experience in a call center/engagement center, preferably in a university setting.
- A thorough and current knowledge of and a commitment to currency in overall fundraising principles and best practices in annual giving including social and digital media;
- Familiarity and comfort with complex data and donor management software platforms;
- Understanding of new and emerging fundraising techniques and technologies;
- Organizational management and leadership including supervisory experience;
- Ability to work collaboratively with multiple teams and volunteers;
- Ability to think critically, strategically and creatively about the development and growth of the Annual Giving program;
- Must be an accomplished presenter, demonstrated self-starter, and an innovative/creative thinker; and
- Demonstrate extensive skills, vision, flexibility, and the drive to exceed yearly goals.

PREFERRED QUALIFICATIONS

- Experience with relational database environments, database query tools, gathering user requirements, data quality control, and problem resolution.

WHY CONSIDER THE OPPORTUNITY?

National Distinction. George Mason University is an innovative, entrepreneurial institution with national distinction in both academics and research. Mason is one of the top research universities in the nation, holding an R1 designation from the Carnegie Classification of Institutions of Higher Education.

Diverse. Mason is currently the largest and most diverse university in Virginia with students and faculty from all 50 states and over 130 countries studying in over 200 degree programs at campuses in Arlington, Fairfax and Prince William, as well as at learning locations across the commonwealth. Rooted in Mason's diversity is a campus culture that is both rewarding and exciting, work that is meaningful, and opportunities to both collaborate and create.

Benefits. Potential for flexible telework and hybrid telework scheduling; competitive salary; outstanding benefits including: health and life insurance, multiple industry-leading retirement plans available including state VRS Hybrid Retirement Plan, accrued paid days off per year, paid holidays, paid winter break, paid sick leave, professional development, tuition reimbursement at GMU, and employee assistance programs.



HOW To Apply



George Mason University has a strong institutional commitment to the achievement of excellence and diversity among its faculty and staff, and strongly encourages candidates to apply who will enrich Mason's academic and culturally inclusive environment.

Acceptance of inquiries, nominations, and applications will begin immediately and continue until the position is filled. Interested candidates should submit a cover letter, resume, and list of three professional references with contact information. Parties are encouraged to apply by August 27, 2023.

All applications and nominations will be held in confidence.

To apply online, go to:

<https://theapplicantmanager.com/jobs?pos=su371>

For more information or to offer recommendations:



Arasi Adkins

Senior Consultant

336-693-7612

aadkins@summitsearchsolutions.com

George Mason University is an equal opportunity/affirmative action employer, committed to promoting inclusion and equity in its community. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability or veteran status, or any characteristic protected by law.



[Summit Search Solutions, Inc.](#) is a boutique executive search firm dedicated to serving education and nonprofit communities nationwide. Summit has a team of experienced recruiting consultants in strategic locations across the country including California, Kansas, Maryland, New York, and North Carolina.

DISCOVER Fairfax, Virginia



Fairfax, Virginia "Live Life *Connected*"

Nestled in Northern Virginia just across the Potomac River from D.C. lies Fairfax County with its excellent schools, beautiful parks, and thriving economy and is often cited as one of the best places to live in northern Virginia. Residents enjoy the slower pace of the suburbs and the benefits of living near a vibrant and active city, not to mention the nation's capital, yet feeling safe and right at home.

It is easy to *connect* to history at just about every corner of Fairfax County, from George Washington's Mount Vernon in the east to Civil War battlefields in the west. You can *connect* with a diverse and technologically innovative community that boasts a vibrant arts and cultural scene with a sophisticated urban vibe. You can *connect* with family and friends in the small-town atmosphere, with restaurants, shops and gathering places all around the city. You can *connect* to nature at dozens of parks and miles of walking and bike trails. And you can *connect* to education with Fairfax County Public Schools' highly-rated school system.

To learn more about this dynamic region:

Fairfax County Virginia

<https://www.fxva.com/>

City of Fairfax

<https://www.fairfaxva.gov/home>

Experience Washington D.C.

<https://washington.org/#>



ALL TOGETHER DIFFERENT



“ WE ARE
PASSIONATE,
PURPOSE-DRIVEN,
AND *DRAWN TO*
CAUSES
LARGER
THAN OURSELVES. ”