



Director of Annual Giving

Reports To: Senior Director of Annual Giving and Strategic Initiatives

Supervisory Duties: Assistant Director of Annual Giving, Coordinator of Leadership Annual Giving, and Coordinator of Annual Giving

Overview

As the fundraising arm of UVA Athletics, the Virginia Athletics Foundation (VAF) is responsible for engaging fans, alumni and loyal supporters of the University of Virginia to generate financial contributions for the purpose of enriching the overall educational and athletic experience for over 750 student-athletes participating in 27 sports programs by providing financial security for long-term growth, prosperity, and broad-based excellence.

The Director of Annual Giving works directly with members of the annual giving team to achieve the annual fund goals, objectives, and strategies of the Virginia Athletics Foundation (VAF). The focus is on managing the day-to-day fundraising efforts for annual giving programs, as well as leveraging ticket and parking assets to identify and engage current and prospective supporters.

Responsibilities

- Manage the day-to-day strategy and operations of the VAF's annual giving program, including the Annual Fund, Friends Of (sport-specific current-use scholarship giving), sport enhancement funds, Cavaliers for Life (former student-athletes), Young Alumni, Reunion Giving, Hoos Success Fund, and the Brick Campaign.
- Supervise three direct reports, ensuring alignment with departmental goals and daily operations.
- Maximize revenue for all annual fundraising initiatives with the goal of retaining and growing VAF members through seat-related, sport-specific, and philanthropic support.
- Lead the strategy, creation, and execution of giving and retention initiatives that help meet/exceed annual fund goals.
- Determine appropriate marketing segmentation, track progress, report and evaluate results, and redirect tactics to improve outcomes. Provides timely qualitative and quantitative reports on solicitation of campaign performance and marketing metrics.
- Guide the assignment and distribution processes for tickets and parking for major athletic events, including football, men's and women's basketball, baseball, and men's lacrosse.
- Serve as the liaison between the Virginia Athletics Ticket Office and the VAF, coordinating communications, benefit fulfillment processes, and priority seating/parking strategy, and the Ballena processes.
- Work closely with the Major Gifts, Stewardship, Donor Experiences, Premium Seating, and other VAF staff, as well as Athletics Administration, Athletics Communications, Creative Services, Marketing & Fan Engagement, Ticket Office, Virginia Sports Properties, and university partners across Grounds.
- Support internal operations for the VAF and help with data management processes with a focus on increasing efficiency and revenue generation.
- Aid as front-line support for current/prospective VAF members by providing excellent customer service in-person, by phone, and email.
- Assist with developing, implementing, and evaluating the marketing and communications plan for annual giving in alignment with the VAF and Virginia Athletics goals.
- Provide support to the Senior Director of Annual Giving & Strategic Initiatives on the design, editorial process, and distribution of VAF marketing and communications materials across all channels.
- Facilitate single game ticket and parking needs for ticketed sports as needed.
- Attend VAF and athletics events to engage and service current and prospective supporters.

- Demonstrate command of Paciolan, Marketing Cloud, eQuery, and CRM systems.
- Other duties as assigned by the Senior Director of Annual Giving and Strategic Initiatives

Minimum Qualifications

- Bachelor's degree
- Three (3) or more years of experience in college athletics fundraising.

Preferred Qualifications

- Bachelor's and Master's degrees
- Four (4) or more years of experience in college athletics fundraising.

Knowledge, Skills, and Abilities

- Demonstrated skills, knowledge, and experience in the design and execution of annual giving activities.
- Excellent organizational skills and ability to manage multiple tasks simultaneously.
- Strong creative, strategic, analytical, organization, and interpersonal skills.
- Demonstrated experience in creating annual giving appeals and executing a solution schedule.
- Provide a high level of customer service while maintaining a consistently positive attitude
- Enjoy being a team player and leading by example with effort and attitude.
- Willingness to engage in advancement work at all levels driven by a passion for Virginia Athletics
- Experience using Paciolan and/or Advance software preferred
- Maintain up-to-date knowledge of industry best practices
- Provide a high level of customer service while maintaining a consistently positive attitude
- Self-starter mindset and highly motivated

Benefits*

- Annual salaried position (compensation based on experience)
- Annual incentive program (based on staff performance)
- Paid personal leave, at least 12 paid holidays, and 12 remote work days
- 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

*Benefits subject to change

Equal Employment Opportunity Statement:

Virginia Athletics Foundation is an equal opportunity employer. All interested persons are encouraged to apply, including veterans and individuals with disabilities.

Application:

To apply, please submit a cover letter and resume to Andrew Sadler, Senior Director of Annual Giving and Strategic Operations, Virginia Athletics Foundation at: andrew.sadler@virginia.edu