



**Position title:** Associate Director of Athletic Advancement

**Supervisor(s):** Director of Philanthropy – Annual Giving and Campus Partnerships

**Classification:** Administrative, exempt, full-time

Join a dynamic team at the Kutztown University Foundation (KUF) as we wrap up a comprehensive \$40M campaign six months early due to exceeding our goal. We seek an energetic and committed individual aimed at supporting students/student-athletes pursuing a degree at Kutztown University (KU).

The right candidate will be a self-starter ready to roll up their sleeves to help guide the strategy and lay the groundwork for our next campaign. This position is the liaison between KUF and KU's athletics administration and coaches and will work to ensure our Division II teams have the resources they need for success.

We offer competitive compensation and benefits, as well as the opportunity to make transformational changes for tomorrow's leaders. Learn more about the organization and team at [www.kuf.org](http://www.kuf.org).

**Duties & Responsibilities:**

1. Annual Giving
  - Serve as point of contact for coaches for KUF's annual day of giving, the 1866 Minute Giving Challenge, and all other crowdfunding initiatives for Athletics
  - Oversee corporate partnership campaign for Intercollegiate Athletics
    - Develop strategies for renewal and identification and solicitation of new prospects.
    - Develop corporate partner packages by identifying campus advertising and marketing opportunities (i.e. game program ads, signage, radio/webcasting ads, Web banners, etc.) for area companies and businesses
    - Maintain corporate partner accounts and contacts during the academic year. Work with appropriate sources to ensure advertising accuracy and placement in select venues, publications, broadcasts, etc.
2. Major/Annual Leadership Gifts
  - Increase the pipeline for major gifts (\$25K+) and annual leadership gifts (\$5K -24k) for Athletics
    - Devise fundraising plans and broaden the financial support base by attracting new donors and increasing commitments from existing supporters
  - Work with coaches and staff to identify prospective alumni and parents
    - Plan and implement annual gifts strategies; identify and evaluate potential donors; design and implement prospect cultivation, solicitation, and stewardship strategies, including the coordination of monthly reports to the department heads to share with all coaches
    - Support other departmental fundraising events coordinated by Athletics
3. Alumni Engagement
  - Engage with athletics alumni at a variety of events and gatherings, including team reunions, football tailgates, Homecoming, and more
  - Assist with planning of major milestone events, such as KU's annual Athletics Hall of Fame Induction Ceremony
4. Stewardship
  - Work in conjunction with KUF's Assistant Director of Stewardship to:
    - Facilitate thank you letters from Athletic Director

- Provide monthly donor reports to coaches
- Utilize coaches for personalized stewardship
- Acquiring student-athlete thank you letters when needed
- Provide content for bi-monthly e-newsletter to former student-athletes and donors to KU Athletics

5. Other

- Serve as point of contact for coaches and athletics administration
  - Provide monthly KUF updates to athletics staff, and athletics updates to KUF
  - Meet with Athletics Director and coaches as needed
- Assist in the maintenance of athletic prospects in the Raiser's Edge data base
- All other duties as assigned

**Qualifications**

- Bachelor's degree plus a minimum of three to five years of relevant advancement/sales experience
- Excellent oral and written communications skills and the ability to communicate effectively with a wide range of individuals
- Thorough knowledge of standard desktop software applications such as Microsoft Word, Excel, PowerPoint, etc.
- Ability to learn to use Blackbaud Raiser's Edge NXT

In addition, candidates should have:

- Ability to relate comfortably to alumni, donors, parents, and volunteers, as well as to faculty/staff members, administrators, coaches, students, and other staff.
- Ability to meet deadlines and manage several projects simultaneously.
- An understanding of Kutztown University and the Kutztown University Foundation missions

This position requires presence on select nights and weekends throughout the academic year to coincide with the athletic and special event schedule.

The Assistant/Associate Director of Athletic Advancement must adhere to NCAA Rules and Regulations.

This position will remain open until filled; however, preference will be given to applications received by **Friday, March 3.**

Please submit a **cover letter, resume, and salary requirements** to:

Kutztown University Foundation  
 PO Box 151  
 Kutztown, PA 19530  
 employment@kuf.org