



**DIRECTOR OF ANNUAL GIVING**

**UNIVERSITY OF THE PACIFIC**

**Stockton, California**

UNIVERSITY OF THE  
**PACIFIC**

The Aspen Leadership Group is proud to partner with University of the Pacific in the search for a Director of Annual Giving.

The Director of Annual Giving will plan, organize, implement, and evaluate a strategic annual giving program that enhances the overall culture of philanthropy at University of the Pacific. The Director will oversee a comprehensive program that serves as the foundation of future fundraising success by developing and growing a philanthropic connection with alumni, parents, employees, students, and friends. The Director will lead and manage a multi-channel, data-driven approach that includes, but is not limited to, mail, email, phonation, Day of Giving, crowdfunding, student campaigns, and college and alumni specific funds.

University of the Pacific is a nationally ranked comprehensive university and California's first chartered institution of higher learning. Established in 1851, Pacific has nearly 6,300 students and 10 schools and colleges across three campuses in northern California. Pacific's mission is to provide a superior, student-centered learning experience integrating liberal arts and professional education and preparing individuals for lasting achievement and responsible leadership in their careers and communities.

Drawing on its rich legacy, Pacific is a student-focused, comprehensive educational institution that produces outstanding graduates who are prepared for personal and professional success. Its student body thrives in Pacific's small classes and dynamic cultural environment, while its distinguished alumni are transforming their communities every day. Pacific takes pride in providing the highly personalized and caring educational, social and residential environments of a small college combined with the choices and opportunities of a major comprehensive university.

The majority of students and the NCAA Division 1 athletics program are based on the Stockton Campus, often cited as one of the nation's most beautiful college campuses. The Sacramento Campus in California's state capital is home to the McGeorge School of Law, the new School of Health Sciences and an array of graduate programs while the renowned Dugoni School of Dentistry is based on the downtown San Francisco Campus.

Pacific enjoys national recognition for its leadership in higher education, consistently ranked among the best national universities, including as a Best Ethnic University (#7), Top Performer on Social Mobility (#39), and Best Value School (#53) by *U.S. News & World Report*; Best in the West (#18) by *The Wall Street Journal*; Best Western University by *The Princeton Review*; and Top Colleges and Universities in the West (#49) by *Forbes*.

Pacific's six core values align with themes of character, community, and excellence. It seeks a leader to join its team in living out Pacific's core values of academic excellence, community engagement, diversity and inclusion, integrity and accountability, respect and civility, and student-centeredness. It welcomes a person who shares its values and a common belief that through its work, it is contributing to something greater than ourselves.

## **REPORTING RELATIONSHIPS**

The Director of Annual Giving will report to the Associate Vice President, Development and Alumni Relations, Molly Byrne, and supervises two direct reports.

### **FROM THE ASSOCIATE VICE PRESIDENT, DEVELOPMENT AND ALUMNI RELATIONS**

*This is such an exciting time to join University of the Pacific. Under the leadership of President Christopher Callahan, appointed July 1, 2020, Pacific has the ambitious goal of becoming the best student-centered comprehensive university in the nation within a decade. His focus includes the personalized learning that is a hallmark of Pacific, expanded real-life learning opportunities coupled with service to communities, accelerating the pace of innovation and becoming a model for diversity, equity and inclusion.*

*To accelerate the university's upward trajectory, Pacific recently appointed several new, dynamic leaders in the areas of Enrollment Management; Diversity, Equity, and Inclusion; Student Life; Development and Alumni Relations; and a new Dean for the School of Engineering and Computer Science.*

*We look forward to welcoming a strategic leader with a vision for increasing the number of donors to Pacific annually, improving retention and undergraduate giving percentages who will impact a growing pipeline of leadership donors. The new Director of Annual Giving will be joining a collaborative and entrepreneurial team committed to a donor-centric approach to development.*

*The campus is located in Stockton which is an excellent location to take advantage of the best that California has to offer. We like to say the campus is between the ocean and the snow with close proximity to San Francisco, Napa Valley, Lake Tahoe and Yosemite.*

—Molly Byrne, Associate Vice President, Development and Alumni Relations

## **UNIVERSITY OF THE PACIFIC'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

The University of the Pacific community – including students, faculty, staff, administrators, and alumni – believes that diversity and inclusion are essential to the fulfillment of its institutional mission. University of the Pacific values inclusiveness in learning, curricular and co-curricular programming, campus climate, recruitment, admissions, hiring, and retention.

University of the Pacific remains deeply committed to promoting and maintaining a civil community that facilitates opportunities for shared understanding and expression of individual and collective truths. Moreover, it resolves to maintain a community that is respectful of all persons despite differences in age, citizenship, disability, ethnicity, gender identity or expression, geographic origin, language, marital status, nationality, philosophical beliefs, race, religion, sexual orientation, or socioeconomic status.

University of the Pacific is committed to all members of the Pacific community becoming competent and ethical citizen leaders able to interact effectively and ethically in an increasingly multicultural society and global economy. This transformative process is accomplished through the university's distinctive integration of liberal arts and professional education promoting innovation, open discourse and dialogue, leadership development, experiential learning, and self-reflection.

University of the Pacific is an affirmative action and equal opportunity employer dedicated to workforce diversity. In compliance with applicable law and its own policy, Pacific is committed to recruiting and retaining a diverse faculty and staff and does not discriminate in its hiring of faculty and staff, or in the provision of its employment benefits to its faculty and staff on the basis of race, color, religion, national origin, ancestry, age, genetic information, sex/gender, marital status, veteran status, sexual orientation, medical condition, pregnancy, gender identity, gender expression or mental or physical disability.

### **PRIMARY RESPONSIBILITIES**

The Director of Annual Giving will

- plan, direct, and oversee all aspects of the university's centralized Annual Giving Program focused on achieving annual fundraising goals, pipeline development, and implementing industry best practices;
- provide leadership in driving a best-in-class, multi-channel marketing and outreach program to acquire, re-activate, retain, and upgrade annual donors with a focus on expanding the base of support, growing retention rates, and increasing the pipeline of major donors;
- recruit an innovative annual giving team within a growing and dynamic organization;
- in collaboration with Advancement Services, design and maintain annual giving reporting to analyze trends and drive strategic planning of fundraising efforts;
- develop strong collaborations across schools, units, and programs to deploy resources in innovative results-oriented ways that grow annual support and engage more constituents, including collaboration with central development units such as donor relations, planned giving, and parent giving, as well as professional schools and Pacific Athletics;
- develop and implement solicitation and donor engagement strategies for the Pacific Fund;
- build on the success of the university's annual day of giving, Pacific Gives;
- determine department budget needs and manage approved budget expenditures; and
- supervise the relationship between the university and outside vendors to ensure quality control and effectiveness of the mail/phone solicitation program.

### **KEY COLLEAGUES**

#### **Scott Biedermann**

##### **Vice President of Development and Alumni Relations**

Scott Biedermann is the Vice President for Development and Alumni Relations at Pacific where he oversees all fundraising aspects of the university. He joined Pacific as the Director of Corporate and Foundation Relations in 2012 and has ascended through several development leadership roles. Before joining Pacific, Biedermann led the first Research and Grant Development Department at the San Joaquin County Office of Education. He also served as an adjunct faculty member at Modesto Junior College and Teachers College of San Joaquin. A graduate of University of California at Berkeley, Biedermann went on to earn his master's in communications at Pacific in 2005 and his doctorate in education in 2020.

#### **Molly Byrne**

##### **Associate Vice President, Development and Alumni Relations**

Molly Byrne directs the university's donor relations, communications, and annual giving, and oversees the office that fosters partnerships between Pacific and companies, industry, and private philanthropic organizations as well as estate and planned giving. She comes to Pacific with extensive fundraising

experience from both the nonprofit and business communities. A native of California, Molly holds a BA from Loyola Marymount University and an MA from George Washington University.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

University of the Pacific seeks an Director of Annual Giving with

- a commitment to University of the Pacific's mission to provide a superior, student-centered learning experience that prepares individuals for lasting achievement and responsible leadership in their careers and communities;
- a commitment to higher education, an understanding of university academics and scholarship, and an ability to articulate a compelling case for annual discretionary support of private higher education and student life at Pacific;
- leadership, managerial, and supervisory skills and a track record of success in leading and mentoring a staff of fundraising professionals;
- knowledge of fundraising principles and an ability to participate in a complex development program, especially within an educational organization;
- experience with integration of the annual fund into an organizations' greater fundraising goals and an ability to be flexible in working independently as well as collaboratively with University Development, academic faculty, and staff to define and achieve goals for each unit;
- execution and management experience of a forward looking comprehensive annual giving program including strategies to incorporate employee, parent, and student giving;
- experience guiding e-campaigns, giving societies, improving donor retention and acquisition, and developing strategies to increase average gift amounts;
- knowledge and proven success in fundraising and campaigns and an analytical ability to recognize opportunities and prioritize them to attain goals;
- experience and interest in the personal solicitation of annual gifts as well as volunteer management and motivation;
- resourcefulness in finding appropriate solutions to problems and initiative in presenting alternatives and implementing solutions to ensure effective change;
- outstanding verbal communication skills; excellent writing, solid negotiation, public relations, and strategic planning skills;
- a positive attitude, proven ability to work successfully with diverse populations, and a demonstrated commitment to promote and enhance diversity and inclusion;
- an ability to lead, manage, motivate, and supervise staff and experience in hiring and training an annual giving team; and
- an ability to develop and monitor budgets and schedules.

A bachelor's degree is required for this position as is at least five years of experience in fundraising with progressively responsible management and leadership experience in higher education fundraising, campaigns, and annual giving.

### **SALARY & BENEFITS**

University of the Pacific offers a competitive salary and comprehensive package of [employee benefits](#).

## LOCATION

This position is based at Pacific's Stockton Campus. Stockton is the 13<sup>th</sup> largest city in California with a dynamic, multi-ethnic and multi-cultural population of more than 310,000. It is situated along the San Joaquin Delta waterway which connects to the San Francisco Bay and the Sacramento and San Joaquin Rivers. Stockton is an excellent location to take advantage of the best that California has to offer. It's a 90 minute drive to San Francisco and less than one-hour's drive from downtown Sacramento and offers close proximity to Lake Tahoe, Napa Valley and Yosemite National Park.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of University of the Pacific and the responsibilities and qualifications stated in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Director of Annual Giving, University of the Pacific.](#)

*To nominate a candidate, please contact Anne Johnson:*

[annejohnson@aspenleadershipgroup.com.](mailto:annejohnson@aspenleadershipgroup.com)

*All inquiries will be held in confidence.*