

Founded in 1927, Austin Peay State University is a comprehensive, state-assisted university with an enrollment of approximately 9,000 students. APSU was named in honor of the late Tennessee Governor Austin Peay, who served from 1923–1927.

With a main campus in Clarksville, Tenn. and a satellite campus on post at Fort Campbell, Ky., APSU is one of 47 universities, community colleges and technology centers in the Tennessee Board of Regents system, the sixth largest system of higher education in the nation. The University offers a full range of academic programs at the associate, baccalaureate and master's degree levels in the arts, sciences, business and selected professional programs. APSU offers 13 online degree programs and hundreds of Web-based classes. Among APSU's many points of distinction are its outstanding programs in the sciences, two centers of excellence in the creative arts and field biology and four chairs of excellence in the creative arts, business, free enterprise and nursing.

An integral part of Clarksville, a rapidly growing city of more than 100,000 located 45 minutes northwest of Nashville, the University led the state in enrollment growth in recent years. Since 2000, Austin Peay has renovated and erected numerous top-of-the-line facilities on its 160-acre main. Of the universities offering classes on post at Fort Campbell, only APSU has been given permission to construct its own building. The University enrolls more students at the Fort Campbell Center than the other five institutions combined.

Director of Annual Giving/Development Officer
University Advancement
Regular Full-Time Position
Position Number 402000

General Description

The Director of Annual Giving/Development Officer reports directly to the Executive Director of University Advancement and is responsible for developing and implementing a comprehensive program of recurring donation solicitation. This position is responsible for direct donor solicitation

Primary Duties and Responsibilities

- Oversee the preparation for phonathon including site selection and preparation, temporary worker recruitment and training and creation of lists. Oversee and manage phonathon workers' schedules; Investigate and resolve any problems that arise during the event.
- Maintain records of phonathon gifts and pledges; oversee and monitor follow-up on pledges.
- Prepare and monitor operating plan for annual giving program.
- Plan and direct faculty/staff giving campaign.
- Develop a parent giving plan.
- Oversee special projects such as car raffle and scholarship football giving plan, to include special events.
- Oversee assigned colleges' and schools' private scholarships.
- Travel and solicit gifts and stewards donors.
- Establish and coordinate follow-up strategies.
- Assist in identification of potential donors.
- Maintain frequent dialogue with donors.
- Assist with alumni and athletic activities as requested.
- Attend University events as deemed important for cultivation.
- Work closely with the Executive Director in planning strategy for major donors.
- Participate as a team member with hosting all special University events.
- Participate as a team member in Capital Campaign and cultivation plan for all University donors.
- Participate in campus, community and civic functions as assigned.
- Perform other job-related duties as assigned.

Essential Functions

- Ability to travel extensively.
- Ability to plan, organize and manage phonathon.
- Ability to organize and execute an annual giving plan.
- Ability to hire phonathon callers that will not only raise funds but represent the University in a positive manner.
- Ability to maintain records on annual giving.
- Ability to design an annual giving campaign with departmental budget.
- Ability to interact in an effective and appropriate manner with diverse populations, the University community and the public.
- Ability to communicate effectively in a very positive manner with all the University's various publics
- Ability to maintain confidentiality.

Essential Functions continued

- Ability to plan and implement effective programs that sustain existing and generate new private gifts.
- Ability to market and promote the University.
- Ability to stay abreast on all matters and activities of the University.
- Ability to work nights and weekends as necessary, including attendance at a variety of events.

Required Minimum Qualifications

- Bachelor's degree.
- Prior work experience in fundraising and working with volunteer staffs.
- Strong public speaking, written communication and public relations skills.
- A background check will be required of the successful applicant.

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