



Director, Annual Giving
Boston, MA

Boston University (BU) seeks a collaborative, creative, and digitally forward Director of Annual Giving (Director) to lead Annual Giving's omni-channel marketing efforts, using innovative solicitation strategies to expand the institution's reach to alumni, parents, and friends of the University. BU has charted a stellar ascent in recent years under the leadership of President Robert A. Brown. Now ranked #42 by *U.S. News and World Report*, the University comprises 17 Schools and Colleges, including highly ranked graduate schools such as the School of Law, School of Management, School of Education, and College of Engineering.

Founded in 1839, BU has always been a hub for innovation. As one of the largest independent nonprofit universities in the country, it was the first university to open all divisions to female students in 1872. BU created one of the first study abroad programs, and, today, one third of the University's 33,678 students come from countries outside the United States. This diversity is one of the greatest institutional strengths of the University, underpinned by its commitment to empowering students, staff, and faculty to cultivate diverse communities across a large, urban campus and around the world.

Sustaining strong, vibrant alumni networks is among the visionary initiatives President Brown has outlined in the new [Strategic Plan](#) for 2030, which will form the foundation for an upcoming multi-billion-dollar fundraising campaign. The five guiding university priorities are: ensuring a vibrant academic experience; diversity, equity, and inclusion; producing research that matters; creating community, big yet small; and fostering global engagement.

This is an exciting opportunity for an enterprising leader in annual giving marketing to join an institution at the outset of a comprehensive fundraising and engagement campaign that will propel ever-more ambitious achievement. In partnership with the Executive Director of Annual Giving and the Director of Leadership Annual Giving Programs, BU's next Director of Annual Giving will develop and execute a strategy to increase giving by special constituencies including but not limited to leadership annual giving, young alumni, class gift, student philanthropy, and other affinity groups.

The ideal candidate will possess a minimum of eight years of experience, a keen understanding of best practices in annual giving, experience managing a team, and a demonstrated record of accomplishment in developing successful fundraising marketing strategies in a complex university. The successful candidate will have hands-on experience managing all facets of a large annual fund with a complex, multi-channeled marketing program, with expertise in innovative digital marketing and data analytics. The next Director should have a collegial, team-building style with a demonstrated ability to cultivate productive, collaborative relationships with colleagues across the University, utilizing the creativity, energy, and political savvy needed to introduce and champion new ideas. In accordance with its core values and mission, BU is especially interested in recruiting members of diverse communities and individuals with a commitment to multiculturalism.

Boston University

Boston University is an international, comprehensive, private research university, committed to educating students to be reflective, resourceful individuals ready to live, adapt, and lead in an interconnected world. Boston University is committed to generating new knowledge to benefit society.

BU remains dedicated to its founding principles: that higher education should be accessible to all and that research, scholarship, artistic creation, and professional practice should be conducted in the service of the wider community—local and international. These principles endure in the University's insistence on the value of diversity, in its tradition and standards of excellence, and in its dynamic engagement with the City of Boston and the world.

Boston University comprises a remarkable range of undergraduate, graduate, and professional programs built on a strong foundation of the liberal arts and sciences. With the support and oversight of the Board of Trustees, the University, through its faculty, continually innovates in education and research to ensure that it meets the needs of students and an ever-changing world.

Dr. Robert A. Brown President and Professor of Engineering

Dr. Robert A. Brown, a distinguished chemical engineer and educator, became President of Boston University in September 2005. As President, Dr. Brown emphasizes the continued improvement of academic quality in all domains through the establishment of clear priorities, benchmarking, and periodic review.

He also works to underscore the central importance and interrelationship of teaching and research, with particular focus on stimulating interdisciplinary study and spanning all the University's disciplines and programs. A key interdisciplinary effort is the Arvind and Chandan Nandlal Kilachand Honors College that gives the University's best students opportunities to explore the academic community broadly using the full range of programs offered at BU.

Early in his Presidency, Dr. Brown initiated an 18-month planning process that culminated in the 10-year strategic plan, *Choosing to be Great*, that articulates Boston University's core values embedded in a set of institutional commitments. This plan defines goals for establishing Boston University as one of the great research universities in the world. In 2012, the University was invited to join the Association of American Universities (AAU), an organization of the 62 leading research universities in the United States and Canada.

A Texas native, Dr. Brown earned BS and MS degrees in chemical engineering at the University of Texas at Austin. He received his PhD in chemical engineering from the University of Minnesota, where he worked under the guidance of Professor L. E. Scriven. He is a member of the American Academy of Arts & Sciences, the National Academy of Engineering, and the National Academy of Sciences, among other professional societies. Prior to his appointment at Boston University, Dr. Brown was provost and Warren K. Lewis Professor of Chemical Engineering at the Massachusetts Institute of Technology. He joined the MIT faculty in 1979, beginning a distinguished career in education and research. He has published more than 250 papers in areas related to mathematical modeling of transport phenomena in materials and served as executive editor of

the *Journal of Chemical Engineering Science* from 1991 to 2004. In 2008, Dr. Brown was named one of the top 100 Chemical Engineers of the Modern Era by the American Institute of Chemical Engineers.

Dr. Brown lives in Brookline, Massachusetts, with his wife, [Dr. Beverly Brown](#), who serves as Director of Development, Industry, at the Boston University School of Public Health. They have two grown sons.

Erika Jordan

Vice President, Alumni Engagement

As the Vice President, Alumni Engagement at Boston University, Erika Jordan serves as the chief alumni engagement officer for the campus and plays a key role in providing leadership and strategic guidance to the Alumni Engagement, Annual Giving, and Development Communications teams.

Prior to this role, Erika served as the Assistant Vice Chancellor, Alumni & Constituent Engagement at UC Irvine. She was instrumental in growing alumni engagement, developing the engagement and annual fundraising programs, increasing annual fundraising by establishing campaigns like UCI Giving Day, UCI's dual alumni engagement campaign goal, and leading special projects.

Erika has spent her career in politics, special events, alumni relations, frontline fundraising, and served as the director, Alumni Relations and Annual Giving for the USC Marshall School of Business prior to joining UCI. She earned her Bachelor of Science in Psychology from Howard University and an Executive Master's in Leadership from USC.

Development & Alumni Relations at BU

With an endowment valued at approximately \$3.35 billion, BU has a legacy of endowment giving in support of faculty chairs and student scholarships. The university is currently raising approximately \$200 million in annual philanthropic support. There are approximately 345,000 known prospects and more than 400,000 living alumni; the alumni giving rate is approximately 10 percent.

BU's [Board of Trustees](#) and President Brown are invested in the future of BU and are planning to launch a comprehensive fundraising campaign in the coming years. The last campaign for BU, [Choose to Be Great](#), which closed in 2019, raised \$1.85 billion for the university.

Development & Alumni Relations (DAR) comprises a team of 235 professionals in principal and major gifts, foundation relations, annual giving, alumni engagement, and operations, including stewardship, database management, and prospect research. DAR harnesses the power of philanthropy to make an excellent education accessible and welcoming to all, and to advance BU's global leadership in research, scholarship, artistic creation, and professional practice. To support their work, DAR has built—and is continuing to build—an outstanding team of dynamic, mission-driven advancement professionals who constantly strive to create an environment where everyone belongs. It's not just a job, but a career and a community.

DAR values:

- **Teamwork, transparency, and mutual respect**, because we value every member's contributions and know that leadership can come from anywhere
- **Diversity, equity, inclusion**, and a commitment to ensuring that each of us knows we belong here

- **Integrity** in how we work and how we treat one another
- **Strategic thinking and curiosity** in the relentless pursuit of fresh approaches and measurable results
- **Continuous growth and improvement**, both as individuals and as a team
- **Joy and shared appreciation** for working hard toward goals that matter

To learn more about the DAR Team please visit www.bu.edu/dar-talent.

Director, Annual Giving

Reporting to the Executive Director, Annual Giving, the Director of Annual Giving is responsible for overseeing Annual Giving's omni-channel marketing efforts—including direct mail, e-mail, social, digital, video, telefund, print outreach, and stewardship—utilizing advanced segmentation and data analytics techniques to solicit an alumni base of more than 400,000 graduates. The primary goal is to significantly raise participation rates, with an emphasis on undergraduate giving, while increasing revenue in accordance with Development and Alumni Relations initiatives at Boston University.

Essential Duties

- Collaborate with DAR colleagues and senior leaders (including Deans) across the university, including at 17 schools/colleges and Athletics, plus other targeted efforts (Center for Antiracist Research, Howard Thurman Center, Hillel, scholarship initiatives, etc.) to ensure the timely and accurate execution and fulfillment of broad-based solicitation programs including major digital campaigns: Athletics/Club Sports Challenge (October), Giving Tuesday (Nov./Dec.) and BU Giving Day (April).
- Plan and implement a comprehensive direct marketing strategy for Annual Giving in partnership with other DAR teams (Alumni Relations, Leadership Gifts, School/College/Athletics Development teams, Development Communications, Stewardship, DAR Applications, and Gifts & Records).
- Source vendors, monitor activity, and sustain productive relationships to meet aggressive goals in participation through current use giving.
- Oversee the day-to-day management of a staff of seven professionals (four direct reports), ensuring that performance goals and expectations are met.
- Conduct proactive analysis of segment and marketing channel performance and research (data mining, modeling, surveys, focus groups, benchmarking). Translate key findings into strategic and actionable recommendations. Communicate recommended strategies to senior DAR leadership and other constituencies through meetings, reports, and presentations.
- Along with the Executive Director and the Director, Leadership Annual Giving Programs, serve as a key member of Annual Giving's leadership team as well as a member of the Alumni Engagement Leadership Team in the strategic planning and execution of Annual Giving and Alumni Relations goals to meet initiatives of the next Campaign.

- Serve as the lead project manager for BU Giving Day, an initiative that typically raises approximately \$3 million annually from more than 8,000 unique donors.

Experience and Qualifications

The ideal candidate will bring many of the following professional qualities and experiences:

- A Bachelor's degree is required.
- At least eight years of directly related experience, including a minimum of five years of experience in development or alumni relations with demonstrated success in leading and growing an annual giving program, preferably in a complex institution of higher education.
- Hands-on experience managing all facets of a large annual fund with a complex, multi-channel marketing program, with expertise in innovative digital marketing, ideally in a higher education research institution in a campaign environment.
- Experience managing a large, diverse team of professionals performing in a fast-paced, deadline-driven environment with the ability to motivate, grow, and retain high performers.
- Knowledge and implementation of best practices in data analytics utilizing current industry trends.
- Exceptional reasoning, problem-solving, and analytical skills, including an ability to translate ideas and concepts into clear, actionable steps.
- Superb organizational and project management skills and the ability to multi-task.
- Outstanding oral and written communication and presentation skills are required.
- Effective experience enlisting and interacting with senior-level volunteers and committees.
- Superb judgment and the sensibility to adjudicate wisely among competing priorities.
- A disposition to listen and circulate widely; outstanding interpersonal skills.
- Ability to work independently as well collaboratively with team members.

Location

BU's campus is located in Boston's Fenway-Kenmore neighborhood. Nestled between the beautiful Charles River and historic Fenway Park (home of the Boston Red Sox), BU's location is ideal for a healthy contemporary lifestyle. Boston is a vibrant city steeped in history with diverse neighborhoods, a rich arts and culture scene, and a legacy of education, innovation, and ideas.

DAR provides a hybrid work schedule, offering employees the opportunity to work two days per week from home, if circumstances allow. More information about the university's remote work policy is available here: www.bu.edu/hr/lifebu/remote-work.

Compensation

Compensation is highly competitive. Boston University offers a comprehensive [benefits package](#), which adds significantly to the employee's total compensation package.



Interested in Learning More?

Boston University has partnered with Talent Citizen to assist in this recruitment. Please contact President Tracy D. Welsh and Senior Associate Rachel K. Partin to share your resume and cover letter via email at: bu-dag@talentcitizen.com.

Boston University is an equal opportunity employer and gives consideration for employment to qualified applicants without regard to race, color, religion, sex, age, national origin, physical or mental disability, sexual orientation, gender identity, genetic information, military service, or because of marital, parental, or veteran status or any other characteristic protected by law.

If you require a reasonable accommodation in order to complete the employment application process, please contact the Equal Opportunity Office at 617-353-6474 or druckman@bu.edu.