



**Director of the Olin Fund**  
*Needham, MA*

Franklin W. Olin College of Engineering (Olin), a recognized leader in the transformation of engineering education, seeks a creative, digitally forward, and impact-oriented Director of the Olin Fund (Director) to provide strategic and collaborative leadership to the College's annual giving efforts. The Director will be a key architect and driver of innovative outreach and solicitation strategies aimed at deepening Olin's connection to alumni and parents, retaining and increasing commitments, and attracting the attention of new prospective donors interested in supporting Olin's transformational work as it broadens its ambitions to advance engineering as a bridge to equity, opportunity, and progress for humanity on a global scale.

An integral part of Olin's fundraising success, the Olin Fund includes direct mail, digital communications, a calling program, reunion giving, leadership annual giving, and social crowdfunding. The Director will refine and evaluate omnichannel marketing and engagement programs to acquire, re-activate, retain, and upgrade annual donors with a focus on expanding Olin's base of support. Reporting to the Vice President of Marketing & Communications and working closely with the Offices of the President and of External Programs and Partnerships, the Director will partner with all stakeholder groups to advance a culture of philanthropy that matches the strengths, innovative spirit, and values-driven generosity of the Olin community itself.

Founded by a visionary \$460 million grant from the F.W. Olin Foundation in 1997, with the first class of students matriculating in 2002, Olin College of Engineering was always "intended to be different ... to be a constant contributor to the advancement of engineering education in America and throughout the world, and through its graduates, to do good for humankind." These foundational goals remain paramount as Olin evolves in its third decade of existence. Recently ranked number 2 in the nation for undergraduate engineering education by *U.S. News & World Report*, the College's new [strategic plan](#) outlines a clear vision: *Engineering for Everyone*, meaning both that engineering education needs to be for everyone and that engineering as a profession must serve everyone. Having just gone through this comprehensive strategic planning process, the Olin community is excited about the future growth and trajectory of the College. This provides ripe ground for the Director of the Olin Fund to foster engagement that is institutionally aligned and integrated across the work of all resource-generating departments, positioning the annual fund to serve as both a catalyst for future fundraising and a unifying place for Olin stakeholders.

Olin is educating the next generation of engineering innovators and shifting the definition of engineering. Not only do Olin students ask, "Who are we designing this for, and what are their values?" They also ask questions about the impact of their work on society. As Olin evolves under the leadership of President Gilda Barabino, it seeks to become a more diverse and aware community, a place where everyone is a learner and where everyone is an educator. Olin will become a place where experimentation—including making and learning from mistakes—will be embraced across the institution, not just in the classroom. Olin is a very small community, characterized by collaboration, experimentation, and interdisciplinarity across the institution. Collaboration is key to Olin's curriculum and culture, and everyone works intentionally to reinforce the [core values](#) and culture to which the Olin community aspires. Olin is a community that thrives on being together; mutual trust is a shared value and a constant practice. The College supports teams to collaboratively decide



how they can best do their work, display a commitment to the community, all while providing individuals with overall work-life flexibility.

Olin was founded with an extraordinary act of philanthropy 20 years ago and has some of the highest alumni and parent participation rates in the country. The Director will work closely with faculty, students, staff, trustees, and volunteers to build upon this foundation, bringing dynamic, fresh leadership and motivational guidance to annual giving and donor engagement goal-setting and implementation. Strategic priorities include devising new approaches to closing equity gaps in society through science and engineering, with emphasis on environmental injustice, educational access, sustainability, climate change, and beyond. The Director will combine unique messaging and outreach approaches with advanced segmentation and data analytics techniques, translating key findings into strategic and actionable recommendations that maximize annual giving. Additionally, the Director will have front-line responsibility for a select portfolio of parent and alumni donors.

The successful candidate will possess at least seven years of professional communication/fundraising experience, and a demonstrated record of accomplishment in developing omnichannel fundraising and engagement strategies in entrepreneurial environments. Candidates bringing expertise in digital marketing and data-informed decision making combined with an appetite for experimentation are encouraged to explore this role.

A collaborative and accessible leadership style, well-suited to working within a distributed model of institutional advancement, is a prerequisite, as is the creativity, energy, and political savvy needed to prioritize and champion new ideas. Strong administrative and team-building motivational skills are required, as well as the compassion, clarity, and communication skills necessary to articulate clear philanthropic goals and empower Olin staff, faculty, and influential supporters. In accordance with its core values and mission, Olin is especially interested in recruiting members of diverse communities and individuals with a commitment to anti-racism.

### **Dr. Gilda A. Barabino**

**President, Olin College of Engineering**

**Professor of Biomedical and Chemical Engineering**

Gilda A. Barabino is the second president of Olin College of Engineering. A chemical engineer by training, with broad interests in global health and interdisciplinary research and education, Dr. Barabino has pioneered new engineering approaches to problems in medicine. Her seminal research in sickle cell disease has informed current technologies and formed the basis for novel therapies. She is a passionate advocate for health equity and leads national efforts to engage engineers in the development of solutions to health disparities.

Prior to becoming president of Olin College, Dr. Barabino served as Dean of the Grove School of Engineering at the City College of New York and held appointments in the Departments of Biomedical Engineering and Chemical Engineering as well as at the City University of New York School of Medicine. There she established the Master's in Translational Medicine program, which addresses unmet clinical needs through the integration of engineering, medical innovation, and entrepreneurship.

Dr. Barabino has also held academic and administrative appointments at Georgia Institute of Technology, Emory University, and Northeastern University. At Georgia Tech, she served as the inaugural vice provost for academic diversity, and at Northeastern, she served as vice provost for undergraduate education. She is an



internationally recognized thought leader and highly sought-after speaker and consultant on race/ethnicity and gender in science and engineering, with a particular focus on creating cultures and climates that support a sense of belonging. She has led a number of initiatives in these areas, including serving as the founder and executive director of the National Institute for Faculty Equity.

In recognition of her visionary leadership and outstanding professional achievement, Dr. Barabino has received many of the highest honors in academia. In 2021, she was elected to the American Academy of Arts and Sciences. She is also an elected member of the National Academy of Engineering and the National Academy of Medicine. She is a fellow of the American Association for the Advancement of Science, the American Institute of Chemical Engineers, the American Institute for Medical and Biological Engineering, and the Biomedical Engineering Society.

Dr. Barabino leads on a global stage. She is the president of the American Association for the Advancement of Science (AAAS), the world's largest interdisciplinary scientific society. In advancing science, engineering, and innovation, she and AAAS are committed to science for and by all and engineering for everyone.

As the second president in Olin's history, Barabino is leading the College into its next chapter as it continues its mission to transform engineering education around the world.

Dr. Barabino received a B.S. from Xavier University of Louisiana and a Ph.D. from Rice University. She is married to Joseph Barabino, and they have a son, Jori Barabino.

### **Anne-Marie Dorning** **Vice President for Marketing and Communication**

Anne-Marie Dorning was named Vice President for Marketing and Communication in July 2021. She joined the college in 2013 and has held various positions since that time, including Director of Content Development and Interim Chief Marketing Officer. Dorning, together with the team in the [Office of Strategic Communications](#), has overall responsibility for the College's internal and external communications and marketing efforts, including enrollment marketing, community and government relations, media relations, and external affairs.

Before transitioning to education, Dorning worked as a journalist, managing international and domestic news stories from field locations for ABC News, and other national networks.. Over her career she won 5 Emmy awards for her coverage of news events. She is the co-author of [New England's General Stores: Exploring an American Classic](#), which was released in 2017 by Globe Pequot Press. She brings to her role at Olin 20 years' experience in communications, writing, and advancing strong and compelling narratives. Dorning received her bachelor's degree in political science from the University of Toronto and her MA in Journalism from Northeastern University.

### **Philanthropy at Olin**

Olin College is just 25 years old. It graduates 90 students every year and currently has an alumni base of 1,300 people, the oldest of whom are just under 40 years old. In the 2021-22 fiscal year, Olin instituted a bold new operational model for institutional advancement. Building on the institution's success in developing cross-functional approaches to advance Olin's strategic vision, three offices now share responsibility for fundraising



and revenue generation: the Office of the President (major and principal gifts), the Office of Strategic Communications (annual giving, constituent relations, stewardship), and the Office of External Programs and Partnerships (philanthropic support and earned revenue from corporate, academic, and other external partners). These teams work together to develop a culture of philanthropy and a dedication to revenue generation throughout the College that will ensure the long-term sustainability of the College and have a positive impact on past, present, and future Olin engineers.

Olin distinguishes itself by consistently achieving industry-leading participation rates among alumni, parents, and friends. In FY 2022, the participation rate was 39 percent for alumni and 41 percent for parents. A remarkable 20 percent of parents continue their giving to the College after their children have graduated. This loyalty, pride, and commitment to Olin provide ripe ground for pipeline growth to major and principal giving. In FY 2022, Olin raised \$3.5 million in philanthropic support, including more than \$1 million in unrestricted giving to the Olin Fund.

The 16-member Board of Trustees leads by example with a 100-percent giving rate, including the 2022 establishment of the Presidential Strategic Initiatives Fund of more than \$1 million in seed funding to begin the work of implementing the strategic plan.

Olin is also supported by a 20-member Parent Leadership Council that contributes vital philanthropic and volunteer resources, including dedicated calling hours for the annual phone-a-thon fundraising effort.

Given its long-term ties to industry and translational education programs, Olin enjoys robust support from corporate and foundation sponsors, including renowned national and global organizations. Private foundation grants have provided seed funding for various projects, including faculty development, scholarships, curricular design, faculty research, and other academic programming. Corporations also provide modest support for the senior capstone class (SCOPE) and other faculty/student research projects.

### **Director of the Olin Fund**

Reporting to the Vice President of Marketing & Communications and working in collaborative alignment with fundraising, marketing communications and constituent relations staff, College leadership, and volunteer leaders, the Director will provide strategic direction and oversee Olin Annual Fund's omnichannel fundraising and marketing/engagement efforts—including direct mail, digital communications, a calling program, reunion giving, leadership annual giving, and social crowdfunding. The Director will play a vital role in increasing annual fund dollars and participation rates, expanding the College's base of support, and communicating the Fund's integral contribution in propelling Olin forward.

### **Essential Duties**

- Create, implement, and evaluate an annual fund program to build a growing and sustainable base of support for the College.
- Refine and evaluate an omnichannel marketing and engagement program to acquire, re-activate, retain, and upgrade annual donors with a focus on expanding our base of support.
- Work closely with the Director of Constituent Relations and partners across the College to establish a culture of philanthropy that begins during the student experience and continues into lifetime engagement and giving.
- Develop and regularly report on progress of Key Performance Indicators for annual giving, including goals

for acquisition, retention, and upgrades; adjust strategies as needed to achieve goals.

- Manage a select portfolio of leadership annual giving prospects in the \$5,000+ range.
- Identify and leverage College-wide opportunities to increase overall giving and participation among alumni, parents, students, faculty, and friends.
- Partner with the Director of Constituent Relations to ensure that annual giving and engagement communication and outreach is coordinated and consistent.
- Oversee all budgets and operations related to annual giving, including an annual assessment of return on investment.
- Ensure the integrity and confidentiality of all data, in partnership with others across the College.
- Promote an environment and relationships within the campus community that will reflect inclusion and respect for diversity and equitable practices.
- Performs other duties as assigned by the Vice President for Marketing and Communications.

### Key Attributes of Success

- **Strategic Thinking:** Keeps the College's strategic objectives in mind when developing and contributing to plans and initiatives for fundraising and donor engagement. Is able to explain the link between program goals and the College's strategic direction. Makes informed decisions based on a clear understanding of the impact and consequences involved. Considers key financial factors (e.g., budget, revenue, resources) when making decisions.
- **Change Adaptability:** Stays focused on work and responsibilities in a changing work environment. Ability to quickly reprioritize to ensure resources (e.g., staff, systems, tools, etc.) are in place to achieve change objectives. Responds positively and is supportive of change initiatives.
- **Communication and Networking:** Articulates thoughts clearly and offers logical arguments to gain acceptance of an idea in a positive manner. Consistently communicates to colleagues and/or supervisor ensuring that everybody is well informed. Proactively builds informal networks at their own level and uses them to drive results.
- **Drive for Results:** Actively supports the continuous improvement of policies to reduce inefficiencies and better achieve goals. Respectfully holds people accountable for the quality of their work and minimal errors. Strives to achieve challenging goals and works through obstacles.

### Experience and Qualifications

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

- This position requires skills typically acquired through a bachelor's degree and at least 7 years of professional communication/fundraising experience, but other combinations of education, experience, and skills will be considered.
- A demonstrated track record of accomplishment in developing and implementing omnichannel fundraising and engagement strategies at a mission-driven organization, nonprofit, college, or other large-scale institution of similar size and complexity.
- Ability to engage and motivate volunteers and other constituent groups and appreciate their role in building an effective fundraising network.
- Demonstrated experience with frontline fundraising including personally closing gifts at the \$5,000+ range and staffing organizational leaders and volunteers in building prospective donor pipeline and solicitation strategies.
- Exceptional reasoning, problem-solving, and analytical skills, including an ability to translate ideas and



concepts into clear, actionable steps.

- Adept at working with data and metrics to measure fundraising and inform decision making.
- Superior written and verbal communication skills while adhering to deadlines and production schedules.
- A self-starter with a clear sense of priorities and the ability to adapt to changing circumstances.
- Demonstrated experience in developing and cultivating volunteers and donors.
- Experience with fundraising database software.
- Travel required.

### **Location, Schedule, and Compensation**

Olin College offers a competitive total compensation package. Information about the benefits package is available [online](#).

This is a Needham-based position. Olin is offering a hybrid working schedule for most employees, which allows employees to work in the office or remotely. Candidates should expect to work on campus on a regular basis.

Olin College is situated on 75 acres in Needham, Massachusetts, a verdant, close-in suburb of Boston. Needham is well served by public transportation; Olin's campus is located just one mile from the MBTA Commuter Rail train station and approximately four miles from the Woodland Station for the MBTA Green Line. There is ample free parking on campus. Needham's fine schools and public services have contributed to the town's emergence as one of the more desirable suburbs of Boston. Today, Needham is primarily a residential community with easy access to Boston. A strong school system and sense of community keep the town vibrant and growing as it approaches its 300<sup>th</sup> anniversary.

### **Interested in Learning More?**

Olin College of Engineering has partnered with Talent Citizen to assist in this recruitment. Please reach out to President Tracy D. Welsh and Senior Associate Eva Kotilinek to share your resume and cover letter via email at: [ocoe-dof@talentcitizen.com](mailto:ocoe-dof@talentcitizen.com).

Olin College is dedicated to building a diverse, inclusive, and authentic workplace. If you're excited about the role and have relevant experience, but your work history doesn't align perfectly with every qualification in the job description, we would nevertheless welcome hearing from you.

We especially welcome applications from candidates belonging to groups that have been historically underrepresented in higher education, including women, racial and ethnic minorities, LGBTQIA people, and people with disabilities. Olin College is an Equal Opportunity Employer.