



Senior Associate Director

The Wellesley Fund

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BOSTON | NEW YORK

Wellesley College seeks a Senior Associate Director for the Wellesley Fund to join the team responsible for raising funds from alumnae, parents, friends, and students to support the College's annual operating needs.

About Wellesley College

Wellesley College is a premier four-year liberal arts college for women located in the greater Boston area. Home to 2,350 undergraduate students representing 50 states and more than 87 countries, 49 percent students of color, and 17 percent first-generation college students, diversity and inclusion are a way of life at Wellesley. The college is situated on a beautiful 500-acre campus. There, students enjoy the best of both worlds: first-rate instruction in a breathtaking setting and easy access to Boston – the academic, medical, cultural, and historic hub of the northeast. Wellesley students take advantage of cross-registration with MIT, Babson College, Brandeis University, and the Olin College of Engineering, as well as the Twelve College Exchange, and over 160 study abroad programs.



Wellesley's motto, *Non Ministrari sed Ministrare*, captures the College's mission to provide an excellent liberal arts education for women who will make a difference in the world. With a rich history, an established reputation for academic excellence, and state-of-the-art resources, Wellesley College provides its students with a comprehensive liberal arts and sciences education. Wellesley offers more than 1,000 courses across diverse academic disciplines and over 50 majors. With a 7:1 student-faculty ratio, Wellesley professors are accessible and known for their outstanding commitment to teaching, academic and career advising, and scholarship. Faculty and students frequently collaborate on research, publishing papers and presenting at academic meetings. Wellesley students regularly cite the excellence of the faculty as a core component of the transformational learning environment.

Wellesley's innovative career education model is designed to prepare and inspire students to craft a lifetime of opportunity and to reach their full potential. The model illuminates the strengths of the liberal arts education and encourages active participation of the full College ecosystem to support every Wellesley woman from the moment she arrives on campus through her alumnae years. Success is demonstrated in student outcomes: 98 percent of the Class of 2021 graduates were employed, accepted to graduate school, participating in a service/volunteer program, or serving in the military within six months of graduation.

Wellesley's mission is to provide an excellent liberal arts education to women who will make a difference in the world. The College community enhances this mission by working together, guided by the deeply held shared values:

- Intellectual Discovery and Excellence
- Gender Equality
- Diversity, Equity, and Inclusion
- Connection and Community
- Empowerment and Social Change
- Integrity and Academic Freedom

Wellesley embraces and honors difference and diversity. The College believes that the best ideas—the best solutions—draw on a range of voices, perspectives, and experiences. As a college, and as a community, they are dedicated to assuring that all members of the Wellesley community have an equal opportunity to flourish.

Wellesley alumnae are leadership role models, including the late U.S. Secretary of State Madeleine Albright, Chinese writer Bing Xin, Korean diplomat In-ho Lee, NASA astronaut Pamela Melroy, journalist Diane Sawyer, writer Nora Ephron, and Hillary Rodham Clinton, the first female presidential candidate to be nominated by a major U.S. political party.

Wellesley College is led by its 14th president, Paula A. Johnson, who assumed office in July 2016. For more information about Wellesley College, please visit: <https://www.wellesley.edu/>

About Philanthropy at Wellesley

The mission of the Office of Development is to cultivate and maintain relationships with and seek financial support from the College's key audiences: alumnae, friends, foundations, and corporations. In 2018, Wellesley completed the largest fundraising effort ever undertaken by a women's college, one full year ahead of schedule. In all, a goal-shattering \$514,485,911 was raised during the *Wellesley Effect* campaign against a \$500-million goal to support Wellesley's mission to provide an excellent liberal arts education to women.



Annual Giving serves as the foundational philanthropic program at Wellesley College and includes:

- The Wellesley Fund, which is a recording breaking, nationally award-winning program, raising more than \$11.5 million in current use, immediate impact revenue for the College.
- The College's four Friends groups: Art, Athletics, Botanic Gardens, Library
- The Student Philanthropy Program
- The Durant Society, Wellesley's premier leadership giving society recognizing gifts across the College of \$2,500+
- The College's alumnae participation efforts

About the Position

The Senior Associate Director reports to the Senior Director of Annual Giving Programs and is a key member of the team responsible for reaching The Wellesley Fund annual revenue goals. The Wellesley Fund provides immediate impact, current use funds which is a critical component of the College's economic model.

The Senior Associate Director, in conjunction with the Senior Director of Annual Giving Programs, is responsible for developing the creative briefs and writing the solicitation content for all Wellesley Fund appeals. They will help develop and implement immediate impact giving acquisition, retention and renewal strategies with a dual goal of increasing the number of donors and dollars raised. The Senior Associate Director manages a portfolio of prospects and works closely with key Wellesley Fund volunteers. They also plan, implement and manage the fundraising efforts for assigned classes.

Key Responsibilities

- Recruits, trains and collaborates with Wellesley Fund class volunteers, including class leadership and committee members, to be successful in their efforts on behalf of the College.
- Acts as a liaison between The Wellesley Fund and other staff, faculty, and students throughout campus, to interview and collect information necessary for Wellesley Fund appeals.
- Develops content and messaging for The Wellesley Fund appeals and giving campaigns.
- Manages a portfolio of donors and prospective donors.
- Cultivates, stewards and solicits alumnae for Wellesley Fund gifts via phone and in person.
- Presents the College's financial needs and fundraising goals articulately, persuasively, and with confidence.
- Supervises an Assistant Director of The Wellesley Fund.
- Participates in key events at which alumnae are present such as Durant Society events, volunteer orientation workshops, commencement, and reunion weekend.

Performance Profile

- Conducts successful solicitations of alumnae in a thoughtful and purposeful manner which resonates for the donor and benefits the College on both a short-term and long-term basis.
- Collaborates with the Senior Director of Annual Giving programs to create successful fundraising appeals, achieving revenue and number of donor goals within an established budget and timeframe.
- Productive and collegial collaboration with colleagues across the Development Office and campus departments.
- Achieves dollar and participation goals for assigned classes within an established budget and timeline.

Supervises:

- An Assistant Director of the Wellesley Fund

Key Qualifications

- 5-7 years of fundraising experience including crafting successful annual giving solicitations, ideally within an academic setting.
- 3-5 years of volunteer recruitment, training and management.
- 2-3 years of managerial experience.
- Must be highly organized, detail oriented, and able to work competently and efficiently in a multi-task environment.
- Proven track record of success as a fundraiser.
- Excellent verbal and written communication skills.
- Strong analytical skills, including the ability to analyze annual giving data to inform strategy.
- Good judgment and the ability to manage sensitive/confidential information with discretion.
- Commitment to the mission and goals of Wellesley College.

- An ability to work effectively in a culturally diverse environment.
- Familiarity with standard fundraising technology, and a high comfort level using technology to communicate and share information.
- Must be willing to work flexible hours, including some evenings and weekends.

Wellesley College is currently piloting a flex work plan for administrative staff that incorporates both flexible hours and hybrid teleworking components, though all employees must live in New England.

All employees hired after August 2, 2021 are required to upload proof of vaccination against COVID-19, subject to approved medical or religious exemptions or disability accommodations.

Wellesley College is an Equal Opportunity Employer, and we are committed to increasing the diversity of the college community and the curriculum. Wellesley College and all its subcontractors shall abide by the requirements of 41 CFR 60–1.4(a), 60–300.5(a) and 60–741.5(a). These regulations prohibit discrimination against qualified individuals based on their status as protected veterans or individuals with disabilities and prohibit discrimination against all individuals based on their race, color, religion, sex, sexual orientation, gender identity or national origin. Moreover, these regulations require that Wellesley College and all of its subcontractors take affirmative action to employ and advance in employment individuals without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability or veteran status. Candidates who believe they can contribute to that goal are encouraged to apply.

Please email your cover letter and resume in confidence to: Wellesley@developmentguild.com

For more information, please visit www.developmentguild.com.

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About Development Guild DDI

For 40 years, Development Guild DDI has consulted to leaders across the nonprofit spectrum. Based in Boston and New York, we have successfully collaborated with more than 650 clients nationwide in the sectors of health & science, education, environment, the arts, and social justice. We are experts in executive search and fundraising and are at the forefront of delivering best practice in these services.

With each engagement, we work in teams tailored to a client's particular needs, providing sector-specific intelligence, cross-sector insight, and hands-on functional expertise. We combine our perspective on nonprofit leadership with our knowledge and experience in both fundraising and executive search. This distinct perspective enables us to deliver the most strategic and measurable impact.



For more information, please visit www.developmentguild.com.