

07/2025

GORDON COLLEGE

Position Description

Title: Manager of Donor Relations

Function: Under the supervision of the Director of Alumni Engagement, serves to provide accountability to and stewardship of donors within the Advancement Team. S/he is responsible for refining and implementing an institution-wide comprehensive donor relations program. (That program serves to thank and engage Gordon's donor base, continually connecting them to the mission and work of the College and cultivating them toward increased giving and involvement and includes stewardship reporting, gift acknowledgements, donor recognition, giving societies and creative and opportunistic stewardship touchpoints).

Description of Duties and Tasks:

Essential Responsibilities:

1. Build, drive and continually refine a comprehensive stewardship and recognition program for Gordon College's development team, which meaningfully conveys gratitude to donors at all levels and cultivates them toward continued giving and involvement with Gordon.
2. Create processes and workflows to facilitate the program in Salesforce. Sets clear metrics for success and adjusts strategies as needed to meet goals.
3. Ensure that donors receive reporting, attention, and recognition commensurate with their gift level, capacity, and inclination for future support. This includes donor-centric touches for the highest capacity donors.
4. Design and manage a scholarship reporting program for all donor-funded scholarships.
5. Help manage the experience of the rising donor cohort so that these donors are retained and encouraged to upgrade their gifts.
6. Ensure stewardship and recognition programs are appropriately aligned with fundraising priorities.
7. Ensure all stewardship reporting requirements are met, and that reports are comprehensive, appropriately personalized and delivered on schedule.
8. Oversee the major gift proposal process and the endowed scholarship and chair MOU creation processes.

9. Follow and promote the ethical guidelines set forth in the Association of Donor Relations for Advancement (ADRP), the Association of Advancement Services Professionals (AASP), the CASE Donor Bill of Rights, the CASE Ethics Guidelines.
10. Stay abreast of privacy issues as they relate to Donor Relations.

Required Knowledge, Skills and Abilities

To fully perform the above functions, the incumbent must possess the following knowledge, skills and abilities, or demonstrate that the major responsibilities of the job can be accomplished, with or without reasonable accommodation, using some combination of skills and abilities.

1. Excellent collaborative skills to work with all advancement staff and partners across the institution.
2. Ability to develop and refine stewardship programs for donors at all levels as well as define and track against metrics of success including retention and upgrade of donors.
3. Excellent communication skills to draft written materials to aid in the College's efforts to educate, cultivate and recognize donors.
4. Bachelor's degree and 2-3 years of professional work experience. Experience in a development context preferred.
5. Professional and friendly demeanor; mature and capable of exercising good judgment.
6. Strong interpersonal skills and assertiveness, especially the ability to work within a fast-moving, multifaceted work environment. Aptitude for fundraising related work.
7. Highly detail and process oriented and organized.
8. Experience in program development and coordination, and activities involving communications, marketing, and public relations.
9. Evidence of being self-starting and creative in formulating and executing ideas, opportunities, and strategies for Development activities.
10. Ability to work in teams with a diverse constituency of staff and donors.
11. Ability to communicate clearly and persuasively in writing and orally. Must have a strong command of the English language.
12. A strong sense of ethics and discretion in handling confidential donor information.

- 13.** Proficiency with Outlook, Word, Excel, PowerPoint, Campaign Monitor and Salesforce, as well as AI-based/LLM tools. Excellent communication skills to draft written materials to aid in the College's efforts to educate, cultivate and recognize donors.