



## Alumni Affairs and Development Job Family: **Annual Fund Officer Progression**

These generic job title summaries are intended to indicate the kinds of tasks and levels of work complexity that will be required of positions classified to any of these titles and are not intended to be construed as declaring the specific duties and responsibilities of any particular position. The use of particular expressions or illustrations describing functions within a specific job title does not exclude other duties of a similar kind and/or level of complexity. Positions are classified to a particular job title based upon the predominant level of expected work complexity. ***A position that is classified into this title and band must meet the Cornell requirements for exemption under the FLSA.***

### GENERIC JOB PROFILE SUMMARIES

Annual Fund Officer I INDIVIDUAL CONTRIBUTOR	Annual Fund Officer II INDIVIDUAL CONTRIBUTOR	Annual Fund Officer III INDIVIDUAL CONTRIBUTOR	Annual Fund Officer IV INDIVIDUAL CONTRIBUTOR	Annual Fund Officer V MANAGEMENT
Plan and execute Annual Giving programs designed to increase participation and dollars raised through annual giving by alumni, parents, friends and faculty/staff at Cornell. Primary focus is on mass solicitations for outright annual fund gifts via direct mail, email, phone or social media.	Develop strategies for and execute Annual Giving programs designed to increase participation and dollars raised through annual giving by alumni, parents, friends and faculty/staff at Cornell.	Develop strategies for and execute Annual Giving programs designed to increase participation and dollars raised through annual giving by alumni, parents, friends and faculty/staff at Cornell.	Manage and direct the operations of the key programs that contribute to all annual giving to Cornell. Develop strategies for and execute Annual Giving programs designed to increase participation and dollars raised through annual giving by alumni, parents, friends and faculty/staff at Cornell.	
Responsibilities include the planning and implementation of mass marketed outreach to many different segments with targeted messaging developed to encourage annual giving to Cornell.	Responsibilities may include: goal setting, volunteer recruitment, volunteer training and support, identification, cultivation, solicitation, and stewardship activities for prospects and donors; program oversight of direct mail, digital marketing or student phone calling programs.	Responsibilities may include: managing team members, goal setting, volunteer recruitment, volunteer training and support, identification, cultivation, solicitation, and stewardship activities for prospects and donors; program oversight of direct mail, digital marketing or student phone calling programs.	Participate in the overall strategic planning, forecasting, budgeting and direction of Annual Giving Program’s goals and objectives. Responsibilities include: managing team members, goal setting, volunteer recruitment, volunteer training and support, identification, cultivation, solicitation, and stewardship activities for prospects and donors; oversight of direct mail, digital marketing and/or student phone calling programs.	Responsible for the overall strategic planning, forecasting and direction of the University’s Annual Giving Programs goals and objectives; provide direction and motivation as to how these efforts and initiatives are best integrated into the AA&D overall activities and campaign plans. Ensure through effective management, leadership and training, that all staff members are executing their programs to the best of their abilities.

Annual Fund Officer I INDIVIDUAL CONTRIBUTOR	Annual Fund Officer II INDIVIDUAL CONTRIBUTOR	Annual Fund Officer III INDIVIDUAL CONTRIBUTOR	Annual Fund Officer IV INDIVIDUAL CONTRIBUTOR	Annual Fund Officer V MANAGEMENT
Collaborate with colleagues in all divisions, colleges, schools, and units to provide support in soliciting and stewarding external constituencies for annual gifts.	Collaborate with colleagues in all divisions, colleges, schools, and units to provide support in soliciting and stewarding prospects and donors for annual gifts.	Collaborate with colleagues in all divisions, colleges, schools, and units to provide support in soliciting and stewarding prospects and donors for annual gifts.	Collaborate with colleagues in all divisions, colleges, schools, and units to provide support in soliciting and stewarding prospects and donors for annual gifts.	
Work with and manage the activity with chosen vendors to accomplish the goals of Annual Giving Programs to increase participation and dollars raised in support of Cornell.	Identify and execute best-practice strategies to accomplish the goals of Annual Giving Programs to increase participation and dollars raised in support of Cornell.	Identify and execute best-practice strategies to accomplish the goals of Annual Giving Programs to increase participation and dollars raised in support of Cornell.	Identify and execute best-practice strategies to accomplish the goals of Annual Giving Programs to increase participation and dollars raised in support of Cornell.	Responsible for the University Annual Fund Goal.
	May also interface regularly with colleagues in Individual Giving, College/Unit Development, and Alumni Affairs to collaborate on topics involving personal solicitation efforts within the Annual Fund.	May also interface regularly with colleagues in Individual Giving, College/Unit Development, and Alumni Affairs to collaborate on topics involving personal solicitation efforts within the Annual Fund.	Interface regularly with colleagues in Individual Giving, College/Unit Development, and Alumni Affairs to collaborate on topics involving personal solicitation efforts within the Annual Fund.	Collaborates with Senior Leadership, Deans and Program Directors across the Division.
Work closely with the Chairs and committee members to maximize their experience as volunteers, meaningfully engaging them in quality training, consistent communication, and clear expectations.	Work closely with the Chairs and committee members to maximize their experience as volunteers, meaningfully engaging them in quality training, consistent communication, and clear expectations.	Work closely with the Chairs and committee members to maximize their experience as volunteers, meaningfully engaging them in quality training, consistent communication, and clear expectations	Maximize the volunteer experience of committee members by engaging them effectively in the assignment process, providing one on one support and training as they navigate their assignments and questions that arise from their prospects. Provide frequent updates to committee members on overall progress to date and new developments involving their assigned prospects. Provide meaningful, personalized effective strategies for each assignment.	Provide support and leadership to the National Tower Club Chair(s), including regular communication about progress toward goals and discussion of strategy around Regional Campaign Committee efforts
		Oversee facets of an Annual Fund Program. Provide supervision, support, and guidance to Annual Fund Officers and Support Staff	Oversees an Annual Fund Program. Provides supervision, support, and guidance to Annual Fund Officers and Support Staff.	Supports the entire University and directs all aspects of University Annual Giving Program. Supervises the Annual Fund Directors.

## JOB FACTOR PROFILE TABLE

FACTOR PROFILE	11514 ANNUAL FUND OFFICER I, BAND E	11515 ANNUAL FUND OFFICER II, BAND F	11516 ANNUAL FUND OFFICER III, BAND G	11517 ANNUAL FUND OFFICER IV, BAND H	11518 ANNUAL FUND OFFICER V, BAND I
<b>MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY</b>	Bachelor's degree or equivalent; up to 2 years experience or equivalent	Bachelor's degree or equivalent; 2 but less than 4 years experience or equivalent	Bachelor's degree or equivalent; 3 but less than 5 years experience or equivalent	Bachelor's degree or equivalent; 5 but less than 7 years experience or equivalent	Bachelor's degree or equivalent; 7 but less than 10 years experience or equivalent
<b>IMPACT</b>	Limited impact	Moderate impact	Substantial impact	Moderate impact	Significant impact
<b>CONTACTS - INSIDE</b>	Assists others Cooperation of task completion	Assists others Cooperation of task completion	Provide guidance to others Coordinate activities	Provide guidance to others Coordinate activities	May involve sensitive issues Coordinate major activities
<b>CONTACTS - OUTSIDE</b>	Provide information that exist within pre-established documents/programs	Develop and make presentations and negotiate with others	Providing/receive guidance, advice or information that must be analyzed and developed by the position	Develop and make presentations and negotiate with others	Develop and make presentations and negotiate with others
<b>CONTACTS - STUDENTS</b>	Occasional contact to provide information and instruction	Occasional contact to provide information and instruction	Occasional contact to provide information and instruction	Occasional contact to provide information and instruction	Occasional contact to provide information and instruction

<b>FACTOR PROFILE</b>	<b>11514 ANNUAL FUND OFFICER I, BAND E</b>	<b>11515 ANNUAL FUND OFFICER II, BAND F</b>	<b>11516 ANNUAL FUND OFFICER III, BAND G</b>	<b>11517 ANNUAL FUND OFFICER IV, BAND H</b>	<b>11518 ANNUAL FUND OFFICER V, BAND I</b>
<b>SUPERVISION</b>	Provide occasional guidance on work methods or procedures	Provide on-the-job training, guidance, advice and counsel to other employees in the group and others in a similar position	Day-to-day supervision to employees within the dept.	Day-to-day supervision to employees within the dept.	Provide supervisory direction to other managers
<b>COMPLEXITY</b>	Occasionally adapt, combine or make improvements in an existing service, product, process or program; work requires the application of logic and common sense	Frequently adapt, combine or make improvements in an existing service, product, process or program; work requires reasoning skills and judgment	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Duties involve diverse and unrelated processes; work requires sophisticated reasoning skills	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Duties involve diverse and unrelated processes; work requires sophisticated reasoning skills	Continually required to develop new, imaginative or innovative solutions, services, products, process or programs. Duties are extremely diverse and wide variety of unrelated processes; work requires conceptual and imaginative thinking in a highly complex and uncharted environment
<b>LEVEL OF DECISION MAKING</b>	Responsible for making decisions within prescribed limits and/or providing input to others for decision-making	Assist in and influence decisions concerning policy-setting, research, planning or students	Assist in and influence decisions concerning policy-setting, research, planning or students	Assist in and influence decisions concerning policy-setting, research, planning or students	Assist in and influence decisions concerning policy-setting, research, planning or students
<b>EFFECT OF DECISION MAKING</b>	Directly affect a functional area Minimal effect on students and employees	Directly affect a functional area Minimal effect on students and employees	Directly affect multiple functional areas Limited effect on students and employees	Directly affect several departments within a college Significant effect on students and employees	Directly affect entire college or school administrative unit Critical effect on students and employees
<b>FREEDOM OF ACTION</b>	General supervision Some interpretation of established work policies and procedures is required	General supervision Some interpretation of established work policies and procedures is required	Very general supervision Interpretation of work policies and procedures, and, at times deviation from standard work practice	Little direct supervision Considerable latitude for exercising judgment and self-direction	Little direct supervision Considerable latitude for exercising judgment and self-direction
<b>WORKING CONDITIONS</b>	Normal working conditions, limited or no exposure to hazardous conditions/materials/equipment.	Normal working conditions, limited or no exposure to hazardous conditions/materials/equipment.	Normal working conditions, limited or no exposure to hazardous conditions/materials/equipment.	Normal working conditions, limited or no exposure to hazardous conditions/materials/equipment.	Normal working conditions, limited or no exposure to hazardous conditions/materials/equipment.