

**Loyola  
Marymount  
University****Boyden Executive Search Contact**Lisa Vuona | 508.320.6445 | [lvuona@boyden.com](mailto:lvuona@boyden.com)Beth Parsons | 617.592.0473 | [bparsons@boyden.com](mailto:bparsons@boyden.com)**Position Summary**

This position supports the mission of Loyola Marymount University by helping to execute annual giving campaigns that sustain and grow the philanthropic base of support for the University. Reporting to the Director of Annual Giving, the Assistant Director works closely with colleagues across University Advancement as well as school and unit representatives to understand and support their needs for mass-marketing and crowdfunding campaigns. The Assistant Director is responsible for hands-on tasks involved in implementing multi-channel solicitations and special appeals. S/he collaborates with the Sr. Data Analyst on obtaining mailing lists, while working with Marketing & Communications on securing appeal materials and executing email blasts. The Assistant Director also helps to manage content on the crowdfunding website and coordinates with Advancement Services on updating LMU's everyday giving site. At the direction of their supervisor, the Assistant Director helps to track key performance indicators of the Annual Giving program and assists with maintaining the solicitation calendar.

LMU believes that diversity and excellence go together; we seek to hire individuals who have significant potential for cultural contribution in the workplace and a commitment to working effectively with colleagues and donors from diverse backgrounds.

**Position Specific Responsibilities**

- At the direction of Director of Annual Giving, assist in planning and executing of annual giving appeals and solicitations including direct mail, email, social media, and other channels. Participate in weekly solicitations meetings to track progress and evaluate appeal performance. Work closely with cross-unit colleagues to secure key project components: from appeal language and graphics to mailing lists and segmentation analysis.
- Collaborate with campus partners to develop and continually improve LMU's crowdfunding program. Educate and advise every group looking to launch a crowdfunding project on key success factors and best practices around communication strategies, to ensure maximum fundraising outcomes. Maintain and expand the crowdfunding manual, which includes how-to materials like email templates.
- Coordinate preparations for the annual Day of Giving, focusing on tracking of all participating schools and units, as well as helping to oversee day-of planning. As part of crowdfunding

responsibility, support volunteer fundraisers participating in Day of Giving. After the event, collect outcome data and assist the Director in evaluating results and suggesting opportunities for improvement.

- Work with members of the Annual Giving team and colleagues in greater Advancement Services department to develop and document standard operating procedures for key business processes.
- Manage Annual Giving applications, including the project tracking tool and the crowdfunding platform, serving as the liaison to the corresponding software vendors for troubleshooting and training.
- Additional duties as assigned.

### Loyola Marymount University Expectations

Exhibit behavior that supports the mission, vision, and values of the university. Communicate and employ interpersonal actions that model high standards of professional, responsible, accountable, and ethical conduct. Demonstrate a commitment to outstanding customer service.

### Qualifications

- A bachelor's degree in a relevant field or 3-5 years of nonprofit fundraising and/or direct marketing experience required. Experience in higher ed advancement preferred.
- Ability to work collaboratively and multitask to achieve goals in a deadline driven environment.
- Must be goal-oriented and self-motivated individual who can demonstrate accountability, initiative, creativity and focus in a rapidly changing and intellectually stimulating environment.
- Exemplary communication (both written and oral), project management, and organization skills.
- Demonstrated computer competency and experience with fundraising databases (e.g., Salesforce or Advance) and project management software (e.g., Smartsheet) strongly preferred.
- Outstanding interpersonal skills, sound ethical judgment, and experience handling highly confidential information.
- Motivation to continue upgrading knowledge, skills, and abilities needed to keep abreast of regulation/policy changes, as well as changing trends in higher education philanthropy.
- Understanding of LMU's mission and University Advancement fundraising.

*The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.*

## Boyden Contacts



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## About Boyden

Founded in 1946, Boyden global executive search was the first firm to focus entirely on retained executive search. Others would soon follow, using many of the basic tenets and principles that Sidney Boyden put in place: maintaining a strict code of ethics and standards; establishing a global presence; creating uniform processes; and working with highly experienced business partners. These aspects of Sidney Boyden's vision are still in use today.

Boyden continues to be a leader in the executive search industry. Through the ever-expanding use of cutting-edge technology, while always adhering to strict ethical standards, we remain true to our rich heritage as the founders of retained executive search. We cover the globe with over 70 offices in more than 40 countries, led by resident professionals adept at working in a global economy. We are poised to help our clients find the people who will lead them today and into the future. In addition to retained executive search, Boyden works with clients seeking advice regarding their Boards. We also assist clients with interim management and leadership assessment.

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