

**DUKE HOMECARE & HOSPICE  
POSITION DESCRIPTION**

**POSITION TITLE:** Assistant Director, Annual Giving (internal title)  
Development Officer I (classification title)

**DEPARTMENT:** Development

**CLASSIFICATION:** Exempt

**JOB SUMMARY:**

This position is responsible for developing and implementing a comprehensive annual giving program to increase unrestricted and budget relieving support for Duke HomeCare & Hospice (DHCH). Develops and manages all elements of a Direct Mail program including the Annual Report, special events, an Honorarium and Memorial program, and special initiatives. Produces progress, tracking and year-end reports related to all assigned programs, events and activities. Develops and manages staff, special event and development volunteers as relates to assigned programs and activities. This position assists the Director of Development with annual planning, donor development and adherence to budget.

**JOB RELATIONS:** Responsible to the Director of Development & Major Gifts.

**MAJOR JOB FUNCTIONS:**

1. Position is responsible for developing and managing a strategic and effective annual fundraising program to meet assigned annual income targets for non-patient revenue at DHCH.
2. Develop programs, initiatives and special events to secure unrestricted revenue to meet department goals and budget. Recruits, trains and manages volunteers and committees to support assigned programs, initiatives and special events.
3. Manages the Honorarium/Memorial Program including special initiatives for the Service of Remembrance and Lights of Remembrance programs. Coordinates with Bereavement & Hospice staff on these special initiatives.
4. Strategically plan, write and produce 4-6 Direct Mail packages to solicit income throughout the year.
5. Maintain an annual solicitation calendar tracking income and expenses on all programs, initiatives and special events.
6. Identify Major Gift and Planned Giving prospects among Annual Giving donors and notify the Director of Development regarding these prospects.
7. Work with the Office of Alumni and Development Affairs and the Duke Medicine Development Office to ensure the accuracy of donor information and timely responsiveness to our donors.
8. Work with both internal and external units of Duke Medicine and Duke University to increase public awareness of DHCH and gifts to it.
9. Assist the Director of Development in the development of analytical reports, charts and presentations for both internal and external audiences.

10. Schedule appointments, prepare trip reports and write follow-up thank you notes to staff, volunteers, prospects and donors related to the work described herein.
11. Perform other related duties incidental to the work described herein.

**Qualifications:**

Work requires communications, analytical and organizational skills generally acquired through completion of a bachelor's degree program. Work requires five years experience in alumni affairs, public relations, fund raising, sales and promotions, marketing, student activities or a related field in order to acquire skills necessary to administer, coordinate and/or participate in general fund raising activities and proposal development.

Preferred qualifications include a strong proficiency in Microsoft Office products as well as experience in Annual Giving programs such as direct mail and special events. Additionally, experience writing to, and for, donors is preferred.

**Knowledge, Skills & Abilities:**

The work requires communications, analytical and organizational skills generally acquired through completion of a bachelor's degree program. A working knowledge of Microsoft Office products such as Word, Excel, PowerPoint, Publisher, and Outlook is desired – including the ability to design and maintain documents, correspondence, spreadsheets, graphs and charts. Gift processing and donor database management experience are a plus. Knowledge and experience in Marketing and Communications, Sales and/or fundraising are desired. Individual must be able to exercise good judgement and responsiveness when working with volunteers, donors, prospects and colleagues. Some travel is required. The ability to lift a minimum of 35 lbs. is required to meet the needs of special event activities.

Please apply online directly to our position, requisition # 400407778, via [www.hr.duke.edu/jobs](http://www.hr.duke.edu/jobs). If you have questions regarding the application process, you can contact a member of the Duke HomeCare & Hospice HR team via [dhchhr@notes.duke.edu](mailto:dhchhr@notes.duke.edu) or by calling 919-620-3853.