



Job Title

Senior Associate Director, Capital Campaign & Major Gifts

Organization

The Razorback Foundation, Inc. ("Foundation"), an independent 501(c)(3) non-profit corporation, raises private gifts to support the educational and athletic endeavors of the University of Arkansas Athletic Department. Through the generosity of our members and benefactors, the Foundation provides financial support to the Athletic Department to fulfill its vision to be the best, to achieve its mission of building Razorback Champions for life, and to meet its purpose of creating opportunities for Razorback student-athletes to have success academically, athletically, and in their personal development.

Position Summary

The Senior Associate Director, Capital Campaign & Major Gifts is a key member of the Razorback Foundation and serves as the primary leader of the major gifts program, including direct oversight and management of several major gifts staff members. This position plays a significant role in advancing the Foundation's fundraising priorities, with a particular emphasis on sport-specific campaigns and major giving initiatives. Reporting directly to the Executive Director of the Foundation (or designee), the Senior Associate Director will help design, implement, and execute comprehensive fundraising strategies. The role focuses on building and strengthening relationships with individual and corporate donors, cultivating and stewarding current members, and developing innovative, results-driven initiatives that support the Foundation's mission.

This position plays a pivotal role in shaping the philanthropic future of Razorback Athletics by securing major investments that directly impact student-athletes and athletic excellence.

Position Responsibilities and Essential Functions

- Responsible for helping formulate, develop, and implement programs and operational plans to achieve the Foundation's mission of raising private philanthropic support for the University of Arkansas Athletics Department, including but not limited to major gifts, sport-specific campaigns, the Annual Fund, NIL and planned giving initiatives.
- Oversee the Foundation's major gifts team, providing strategic direction, establishing fundraising accountability metrics, tracking individual performance, and supporting the development of collateral and materials aligned with fundraising priorities and sport-specific initiatives.
- Manage a portfolio of approximately 250 leadership annual and major gift donors, including cultivating, soliciting, and stewarding current donors; conduct a minimum of 20 in-person visits

each month by actively building and managing a pipeline of prospective donors; provide excellent member service; maintain a culture of NCAA and SEC rules compliance; uphold the reputation of the Foundation and Razorback Athletics; and contribute to the overall success of the Foundation and Razorback Athletics.

- Communicate regularly with and advise the Executive Director and other Razorback Foundation staff regarding donor discovery, cultivation, stewardship, and solicitation activities, including timely and accurate filing of contact reports using the Foundation's donor and prospect management system.
- Create, prepare, and submit major gift proposals to current and prospective donors in coordination with Foundation staff.
- Help build and enhance the Foundation's image, impact, and national presence by establishing strong working relationships and collaborative partnerships with current and prospective donors, community groups, and other entities through active visibility and engagement in the community and collaboration with professional, civic and private organizations.
- Embrace all demographics of Arkansas Razorback fans and develop meaningful, authentic relationships with current and prospective Foundation members, including coordinating donor visits with the Executive Director and/or the Athletic Director as appropriate.
- Assist in the execution of all game day fundraising activities, including pre-game, postseason, and Razorback Foundation special events.
- Responsible for performing all other duties as assigned by the Executive Director or his/her designee, including attending home and away athletic events that may occur during evenings, weekends, or occasional holidays.

Qualities and Attributes

- Demonstrate the ability to supervise and manage the major gifts team, including monitoring staff performance against established fundraising metrics and providing guidance, coaching, and support to advance portfolios and achieve individual and collective fundraising goals.
- Demonstrate thorough knowledge of Razorback Foundation giving opportunities, including membership level requirements and priority point structure, to assist current and prospective donors with seating and parking options across all venues as part of the Annual Fund, and to support game-day stewardship opportunities and donor experiences.
- Demonstrate ability to interact in a professional and courteous manner with employees, supervisors, Athletic Department officials, Razorback Foundation members, prospective new members, and guests.
- Demonstrate the ability to establish and maintain effective and respectful working relationships with Razorback Foundation colleagues and administrators as well as Athletic Department staff and leadership.

- Demonstrate sound judgment and the ability to prioritize and manage multiple responsibilities while ensuring timely completion of projects and delivering the highest levels of customer service to all Foundation stakeholders and constituents.
- Demonstrate the ability to maintain donor confidentiality and safeguard sensitive donor information.

Required and Preferred Professional Qualifications

- Minimum of a bachelor's degree, advanced degree preferred;
- Minimum of six (6) years of professional experience with management and direct fundraising experience preferred;
- Proven leadership skills and the ability to oversee and strengthen a team
- Excellent interpersonal skills and ability to build productive, beneficial relationships with a broad range of constituents;
- High level of motivation, assertiveness, and ability to work independently;
- Knowledge of fundraising strategies and donor relations unique to Arkansas Razorback donors;
- Outstanding presentation and communication skills and the experience and ability to be an outgoing spokesperson, relationship builder, and fundraiser;
- Knowledge of Paciolan ticketing software and Salesforce software preferred; and
- Working knowledge of NCAA and SEC rules and regulations.

How to Apply

Email your resume, including references, to HR@razorbackfoundation.com