

**BENTLEY**  
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**

Reporting to the Associate Vice President of Development, the Senior Managing Director of Annual and Leadership Giving (“the SMD”) is responsible for the strategic direction and management of a comprehensive annual giving program – including direct marketing and personalized fundraising efforts – to secure annual current use support for Bentley University’s strategic priorities as well as building the future major gift pipeline. The SMD will manage a small portfolio of individuals to qualify, cultivate, solicit, and steward.

The successful SMD is a visionary leader with a proven track record of driving outcomes and exceeding goals. This leader will inspire, mentor and manage the team; create synergies across the department and campus; and build lasting relationships with donors. The SMD’s ability to motivate others and their commitment to the University’s mission will be key to their success in this pivotal role.

**Essential Duties**

- Plan, execute, and manage a comprehensive annual giving program to grow the base of annual philanthropy working closely with partners in advancement communications, engagement, donor relations, and frontline fundraising.
- Utilize innovative approaches, leverage industry trends, best practices, data analysis, and technology to drive year over year increases in annual gift volume and dollars.
- Manage fundraisers charged with effectively and efficiently qualifying prospects through the giving pipeline with the goal of soliciting and closing annual (\$1k+) and leadership gifts (\$10k+).
- Define, meet, and exceed team and personal goals for gift revenue, meetings, qualification, solicitation, and other key performances indicators as defined.
- Working closely with prospect management, create and refresh portfolios using data analytics to maximize productivity especially in qualification and solicitation.
- Develop innovative strategies for increasing giving in the \$5k - \$100k gift bands.

- Set expectations for timely and accurate database entry of information including contact reports, demographic updates, and moves management activity.
- Partner with other frontline teams, including Major Giving, Gift Planning, Corporate and Foundation Relations, to create comprehensive solicitation strategies that support mutually shared goals.
- Collaborate with the Office of Alumni & Family Engagement and the Pulsifer Career Development Center to maximize resources and create opportunities to engage prospects and donors through events and other activities.
- Develop and articulate a deep knowledge of the culture at Bentley University including fundraising priorities, mission, and strategic positioning; academic, extra-curricular and athletic programs; and its faculty, students, and administration.
- Understand and meet departmental standards, policies, and procedures with respect to all aspects of the position.

#### **Other Duties**

- Participate in and organize, as appropriate, the planning of targeted cultivation events locally and out of state.
- Attend and staff events which may require travel, evening, and weekend responsibilities.

#### **Minimum Qualifications**

- Bachelor's degree with 10+ years advancement experience including annual giving, frontline fundraising, and management preferably in an institution of higher education or other complex organization.
- A minimum of 5 years' experience managing staff.
- Positive, collaborative professional with excellent listening and critical thinking skills and a strategic mindset.
- Excellent written and verbal communications skills.
- Experience with and proficiency in CRM donor database usage and an intermediate command of the Microsoft 365 Suite.
- Ability to organize and complete multiple tasks simultaneously with close attention to detail and prioritization to meet deadlines.

- Demonstration of a strong commitment to diversity, equity, and inclusion in a value-driven organization.
- Interact professionally and maintain confidentiality.
- Must hold and maintain a valid, unrestricted US driver's license, with an insurable driving history as determined by Bentley's insurance carrier.

**Work Environment**

- Hybrid work environment with virtual and in person meetings required in addition to computer and phone work.
- Must be able to travel by car, plane and public transportation as position will require 10-20% overnight and day travel.
- Some weekend and evening duties are required.

**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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