UCSB DEVELOPMENT OFFICERS (DO) SERIES CONCEPTS

This series was uniquely developed for use at UCSB only.

**Development Officer I**

- Works within defined area of responsibility.
- In collaboration with senior development officers and supervisors, executes target moves as part of a larger plan and process to encourage prospects and donors to give.
- Assists in or as assigned takes responsibility for the identification, cultivation, solicitation and stewardship of prospects and donors.
- Performs tasks on assignment on strategies set by senior development officers and supervisors. As assigned, may take responsibility for creating and executing gift strategies.
- May oversee a program for a specific area.

**Development Officer II**

- Serves as an architect of sophisticated strategies to identify, involve, solicit and steward prospects and donors, working in collaboration with colleagues, as appropriate.
- Initiates contacts with donors and donor groups and works under the general direction of the supervisor to determine the proper time, means, and method to conduct key moves.
- Builds on assigned responsibilities by broadening the prospect base and moving a field of prospects from initial awareness to eventual commitment.
- Works in concert with senior development officers, academic leaders, and select faculty to translate needs into cases for support and rough ideas into polished proposals and presentations.
- Seeks out best practices and the latest innovations and applies as appropriate.
- Demonstrates the ability to personally engage major gift prospects and to suggest ways those prospects’ interests match the institution’s (or school’s/college’s/department’s) strengths, emphases and priorities.
- May supervise other development professional(s).
- May oversee a comprehensive program for a specific area.

**Development Officer III**

- Envisions, develops and implements sophisticated strategies that lead to significant gains in the identification, cultivation, solicitation and stewardship of prospects and donors.
- Demonstrates solid, extensive knowledge and understanding of fundraising principles.
- Demonstrates the insight, intuition and analytical ability to most effectively design and orchestrate all phases of a donor cycle, utilizing appropriate and available resources, including the involvement of senior academic administrators and volunteers. Through conscientious and assiduous stewardship, reinforces donor’s decisions to give and encourages them to do so again.
- Foresees and defines areas of prospect activity; and develops creative ways to involve prospects and donors in the life of the university community.
- Demonstrates maturity and professionalism by knowing how to engage the right university representative and right time to enhance and advance prospects’ interest while making the best use of the representative’s time and talents. Properly briefs all university representatives on donor’s background and interests, thereby insuring a smooth process and economy of effort.
- Achieves stature through sustained success and attention to all phases of the donor cycle; advice and direction is sought by senior academic leaders and less-experienced development officers.
- Represents the university with the highest degree of professionalism and intelligence. Viewed as representing the best qualities of the university.
- Demonstrates the ability to engage the most sophisticated donors and to effectively communicate the university’s (or unit’s) vision, mission and direction.
- Carries out high-level fund-raising activity, which helps to inspire other staff and volunteers.
- Demonstrates the ability to attract, recruit and train a wide range of volunteers.
- May supervise other development professional(s).

May oversee a highly complex comprehensive program for a specific area.