

University Pay Plan Title – Major Gift Officer**Posting/Functional Title -Assistant Director for Direct Response****Salary - \$75,576/year****Position Summary**

The Assistant Director for Direct Response supports strategic fundraising communications and donor initiatives that strengthen philanthropic participation across Texas State University. This position develops and executes multi-channel fundraising campaigns designed to acquire, retain, and upgrade donors while supporting pipeline development.

This role analyzes engagement and campaign performance data to identify opportunities for growth and translate insights into actionable fundraising strategies. The Assistant Director collaborates closely with Donor Engagement, Alumni Engagement, and Major Gifts to align communications with fundraising priorities and strengthen the donor journey from participation to deeper philanthropic investment.

Job Duties

- Analyze donor engagement metrics, fundraising campaign performance, and communication effectiveness to identify opportunities for growth and optimization.
- Translate campaign and engagement data into actionable recommendations supporting donor acquisition, retention, reactivation, and upgrade strategies.
- Develop and execute direct response fundraising communications in partnership with Advancement Marketing across email, social media, web, print, and emerging channels.
- Lead communications strategies supporting giving days, crowdfunding efforts, and targeted fundraising initiatives.
- Develop audience segmentation strategies and donor journeys that strengthen participation and philanthropic engagement.
- Collaborate with Donor Engagement, Alumni Engagement, and Major Gifts teams to align messaging with fundraising priorities and donor engagement goals.
- Support planning, development, and execution of integrated fundraising campaigns across multiple channels.
- Conduct message testing and evaluate audience performance to improve fundraising outcomes and communication effectiveness.
- Review fundraising communications to ensure consistency in messaging, tone, accuracy, and alignment with advancement priorities.
- Assist with communications planning supporting giving days, annual campaigns, and other fundraising priorities.
- Build collaborative relationships across campus to support fundraising communications efforts and identify opportunities for donor engagement.
- Able to travel and willing to work occasional evening and weekend hours as required for events and advancement initiatives.
- Other duties as assigned.

Required Qualifications

- Bachelor's degree in communications, marketing, journalism, public relations, nonprofit management, or related field.
- Three years of professional experience in fundraising communications, annual giving, direct response marketing, advancement communications, or related field.
- Demonstrated experience analyzing communication, fundraising, or engagement data and applying insights to improve campaign performance.
- Experience developing donor-facing fundraising communications and campaign messaging.
- Strong project management skills with the ability to manage multiple priorities and deadlines simultaneously.
- Strong interpersonal and collaborative skills with the ability to work effectively across teams and stakeholders.

Preferred Qualifications

- Experience working in higher education advancement, nonprofit fundraising, or donor communications.
- Experience supporting annual giving, leadership annual giving, crowdfunding, or direct response fundraising initiatives.
- Experience utilizing audience segmentation strategies and donor engagement data.
- Familiarity with CRM, email marketing, and fundraising platforms such as Blackbaud, Luminate, Salesforce, GiveCampus, or similar systems.
- Experience supporting integrated multi-channel fundraising campaigns.
- Experience leveraging approved generative AI tools to draft, edit, summarize, or enhance communications while exercising professional judgment and adhering to university privacy and data security policies.

Please submit applications on the [TXST HR Website](#)