

# OKLAHOMA BAPTIST UNIVERSITY

## POSITION DESCRIPTION

**Title:** Senior Director of Athletic  
Development

**Department:** Advancement

### **OBU Mission Statement**

OBU transforms lives by equipping students to pursue academic excellence, integrate faith with all areas of knowledge, engage a diverse world, and live worthy of the high calling of God in Christ.

### **Expectations for all Employees**

Oklahoma Baptist University achieves its mission through a shared commitment to the following expectations. All employees must embrace these expectations and model them in their behavior.

- *Demonstrate commitment to the essentials of the Christian faith.*
- *Commit to the mission and vision of Oklahoma Baptist University.*
- *Treat people with dignity and respect.*
- *Build relationships on honesty, integrity, and trust.*
- *Strive for excellence through teamwork, leadership, and a strong work ethic.*
- *Manage human and financial resources wisely and efficiently.*

**Purpose:** The Senior Director of Development for Athletics is responsible for leading, executing, and growing a comprehensive major and principal gifts program in support of OBU Athletics. This position plays a critical role in advancing the university's philanthropic priorities by developing deep institutional donor relationships, driving transformational giving, and partnering closely with institutional leadership. Reporting directly to the Vice President for Advancement & Alumni, the Senior Director works in close collaboration with the OBU Athletic Director, University President, and Vice President to cultivate, solicit, and steward major and principal donors whose philanthropic interests align with OBU Athletics and the university's broader mission. This role requires a strategic, donor-centered fundraiser with exceptional relationship-management skills, strong understanding of NCAA Athletics, and the ability to operate confidently with high-capacity donors.

### **Essential Functions:**

#### **Major & Principal Gifts Fundraising**

- Manage a portfolio of major and principal gift prospects and donors, with a primary focus on gifts at the \$50,000+ level and above.
- Develop and implement customized cultivation, solicitation, and stewardship strategies for individual donors, families, and key stakeholders supporting OBU Athletics.
- Lead the identification, qualification, and progression of prospects through the major and principal gift pipeline.
- Secure philanthropic investments for athletics priorities and strategic initiatives aligned with institutional goals and presidential priorities.

#### **Strategy, Campaigns & Systems**

- Design and execute major giving strategies and campaigns for OBU Athletics in coordination with the Advancement leadership team.
- Collaborate on campaign planning, goal setting, naming opportunities, and donor engagement strategies tied to athletics initiatives.

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- Partner with Advancement Services to ensure accurate prospect tracking, reporting, and portfolio management using the university's CRM systems.

### **Leadership & Liaison Role**

- Serve as the primary Advancement liaison to OBU Athletics, working in close partnership with the Athletics Director to align fundraising priorities and donor engagement efforts.
- Coordinate and participate in donor meetings and high-level cultivation activities alongside the Athletic Director, VP of Advancement & Alumni, and other senior leaders.
- Provide strategic counsel to Athletics leadership on donor engagement, messaging, and philanthropic opportunities.

### **Stewardship & Relationship Management**

- Work closely with Donor Relations to deliver timely, meaningful, personalized and donor-centered acknowledgments and communications.
- Build long-term, trust-based relationships that reflect OBU's mission, values, and commitment to excellence.

### **Required Qualifications:**

- Demonstrated success in advancement, fundraising, or development, with a strong emphasis on major gift fundraising.
- Proven experience managing high-level donor relationships and securing significant philanthropic commitments.
- Exceptional interpersonal, communication, and relationship-building skills.
- Ability to work effectively with senior leadership, coaches, donors, and university stakeholders.
- Willingness and ability to travel regionally and nationally as needed.

### **Preferred Qualifications**

- Experience fundraising within intercollegiate athletics, higher education, or mission-driven organizations.
- Familiarity with capital or comprehensive campaigns.
- Experience collaborating with executive leadership in donor engagement efforts.

### **Education:**

**Required:** Bachelor's degree

**Preferred:** Master's degree

### **Experience:**

#### **Required:**

- 3 – 5 years experience in major gift fundraising in higher ed institution or athletics related industries.
- Alignment with the mission and values of Oklahoma Baptist University.

#### **Preferred**

- 5 years experience fundraising within intercollegiate athletics, higher education, or mission-driven organizations.

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### **Equipment:**

- Required: Experience utilizing CRM systems.
- Preferred: Familiarity with Blackbaud Raiser's Edge NXT and Microsoft Suite systems.

### **Physical Requirements:**

- Ability to travel frequently both statewide and nationally.
- Ability to attend sporting events and navigate large crowds.

### **Special Requirements:**

- Must be a member of a local evangelical\* Christian church.  
\*Evangelical is a broad term referring to segment within Christianity which maintains the authority of the Bible and the belief in salvation by faith in Jesus alone.
- Please apply using the link for "Administrative Applications" on the OBU website at:  
<https://www.okbu.edu/hr/jobs.html>

### **OBU Benefits Summary:**

OBU understands that our employees are our most valuable assets when fulfilling our mission. We strive to offer an extensive array of benefits and opportunities for employees to choose from. Full-time employees benefit from the generous OBU provision of premium contributions for nationwide family-friendly Health and Dental coverages along with free life insurance that includes accidental death and dismemberment equal to an employee's base salary. OBU provides access to optional employee-paid ancillary benefits like vision, hospitalization, critical illness, accident, additional employee-paid family life insurance coverages, and education benefits at OBU and other institutions of higher education. There is generous paid time off that includes annual granted vacation time, accrued sick leave, six annual holidays, and week-long breaks for Thanksgiving and Christmas that include energy conservation days. For all employees working at least half-time, there is an employer matching opportunity for retirement investments in a 403(b)(9) plan administered by Guide Stone. There are numerous other perks and opportunities for OBU employees including FREE family membership to the OBU Recreation and Wellness Center or RAWC, Global outreach university mission trips, cafeteria discounts, and parking privileges to name a few. For more information about the current OBU employee benefits and opportunities, please contact the Human Resources staff at [HR@okbu.edu](mailto:HR@okbu.edu).