

Job Description

Job Title:	Associate Vice-President, Development & Advancement Strategy
Department:	Office of Advancement
Reports To:	Vice-President, Advancement
Jobs Reporting:	Director, Principal Gifts; Director, Development; Associate Director, Advancement Strategy, Executive Assistant
Salary Grade:	USG 20
Effective Date:	April 2019

Primary Purpose

Responsible for leading and managing all Central and pan-university Fundraising programs including: Annual Giving, Leadership Giving, Major Gifts, Advancement Strategy (Principal Gifts) and Planned Giving.

This position leads the Advancement Strategy unit that facilitates, manages and drives the advancement activity of the President and Vice Chancellor as well as the Vice President, Advancement, intended to attract significant philanthropic investments to the University of Waterloo. This role liaises closely with all major and principal giving teams across the university to coordinate, align and grow fundraising initiatives and manages a broad based pipeline of current and potential donors at the highest levels.

This role also leads and provides oversight to all Central and pan-university Development units, including Major Gifts; Annual Giving; Leadership Giving; and Planned Giving. As a senior member of the Advancement team, the AVP, Development & Advancement Strategy provides leadership in developing and evaluating strategic fundraising approaches that complement and enhance programs within Advancement and across the University.

Key Accountabilities

Responsible for facilitating, managing and driving the advancement activity of the President & Vice- Chancellor, and the Vice-President, Advancement:

- Works closely with the President and the President's office to plan and execute advancement related activities that align with specific donor strategies to lead to philanthropic investments into the University of Waterloo.
- Ensures that the President and Vice-President are adequately prepared and briefed for every advancement related meeting, activity or call, and, as part of overall major and principal giving pipeline management, ensures that appropriate follow-up and debriefing is conducted after every advancement related meeting, activity or call.
- Strategizes with Faculty and Campus leadership and fundraisers to determine when and how the President and Vice-President, Advancement should participate in donor cultivation, solicitation and stewardship activities to advance relationships

Establishes the strategic direction and priorities for the Development and Advancement Strategy team:

- In coordination with the Vice-President, Advancement, the AVP will establish and execute strategies to build a robust pipeline of individual donors and prospects, focused primarily on

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<p>Principal (\$1M +) and Major (\$100,000-\$1M +) gift levels to ensure sustainable fundraising growth for the university</p> <ul style="list-style-type: none">• In collaboration with central, faculty and campus unit-based fundraisers (Library, CEE, Athletics etc), develops donor-centred cultivation and solicitation strategies for potential major and principal giving donors.• Leads the development of the long term vision and planning for the team and participates in planning within the Office of Advancement.• Provides oversight to the development of annual strategic plans and multi-year sustainable growth models across all central development units• Develops strategies and conducts personal visits to qualify, cultivate and steward an assigned pool of prospects• Develops and maintains a good working knowledge of the university's activities and priority projects
<p>Responsible for setting the strategy for pan university Development :</p> <ul style="list-style-type: none">• Develops strategies to encourage broad-based support to the university from multiple constituencies, and oversees the management of the development of the overall pan-university giving pipeline in a highly collaborative and consultative environment across the campus• Provides strategic oversight of the planned giving program and encourages the team to increase estate and legacy giving• Provides direction to and oversight of the Director, Development who oversees all pan-university Development units centrally: Annual Giving, Leadership Giving, Major Giving, and Planned Giving• Provides direction to and oversight of the Director, Advancement Strategy who oversees principal giving and the strategies to raise and steward those gifts• Works in collaboration with Advancement Services and Alumni Relations teams to ensure cohesive structures and the fluid transfer of information in order to maximize cultivation, solicitation, and stewardship for all donors
<p>Oversees and manages the activities of the Development & Advancement Strategy team and works in close alignment with other units in the Office of Advancement:</p> <ul style="list-style-type: none">• As a member of the senior leadership team in the Office of Advancement, collaborates and cooperates with the AVP Advancement Services, and the Senior Director, Alumni Relations as well as the Campaign planning and implementation team as it develops• Recruits, develops and retains staff• Provides leadership, feedback, direction, coaching and mentoring to staff• Maintains and ensures the momentum of the team's activities and ensures that it operates at a high performance level. Ensures the effective utilization, deployment and development of people and capital resources
<p>Represents Senior Management and the University:</p> <ul style="list-style-type: none">• Liaises externally with professional, community and other organizations and agencies on behalf of the Advancement portfolio.• Supports, communicates, and reinforces the mission, values, philosophy, and culture of the organization.

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

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Education <ul style="list-style-type: none">• Completion of a Bachelor's degree at minimum. A Master's degree would be considered desirable. CFRE designation
Experience <ul style="list-style-type: none">• 10-15 years of progressive philanthropy and advancement experience with a proven track record of achievement and success within an academic or academic health sciences centre environment is required.• Experience working closely with a President, Vice-President, Dean or senior executive leader is required.
Knowledge/Skills/Abilities <ul style="list-style-type: none">• Knowledge of the post secondary sector and current trends in North American Advancement• Strategic thinking• Demonstrated success in leading and executing change• People and relationship management• Exercises excellent diplomacy and judgment• Ability to navigate difficult situations• Ability to influence key stakeholders• Comfortable in international settings and working with a variety of cultures – second language is an asset• Superior interpersonal and communication skills• Presentation and public speaking skills – comfort and ability to adapt speaking style to different sizes and types of audience• Strong organizational skills

Nature and Scope

- **Contacts:** Internally, communicates with all employees in all groups and departments and at all levels to deal with, influence and motivate others, and to deal with matters important to the university. Externally, this position will have significant senior contact with donors, natural partners, alumni and friends and will be involved in culminating very large philanthropic gifts to the university of a highly sensitive, and complex nature that are critical to the organization.
- **Level of Responsibility:** The position is responsible and accountable for the overall results of the unit.
- **Decision-Making Authority:** Responsible and accountable for establishing the priorities for the department and addressing the changes to strategic business plans by consulting directly with the President and Vice-President, Advancement as appropriate.
- **Physical and Sensory Demands:** Minimal demands typical of a senior executive position operating within an office environment.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a senior executive position exposed to stress and pressure associated with senior level responsibilities.