

Job Description

Job Title:	Senior Development Officer, Annual Giving
Department:	Office of Advancement
Reports To:	Associate Director, Annual Giving
Jobs Reporting:	None
Salary Grade:	USG 11
Effective Date:	October 2018

Primary Purpose

The Senior Development Officer, Annual Giving is responsible for the planning, implementation, development and evaluation of the faculty, staff, retirees (FSR) campaign as an annual giving program. FSR programs are multi-faceted in nature, requiring co-ordination and analysis of various types of fundraising and management, and motivation of numerous groups of volunteers.

Key Accountabilities

Fundraising

- Responsible for donor acquisition, retention, revenue generation and recognition strategies and implementation of those strategies, program budgeting and evaluation of all activities
- Oversees all FSR campaign activities as well as staff, volunteers and financial resources
- Develops and implements internal relations strategy and cultivation/solicitation/stewardship strategies for more than 5,000 faculty, staff and retirees
- Works with colleagues to acquire new donors; move donors progressively through the circle levels (\$1,000, \$2,500, \$5,000); identify, qualify, and cultivate prospects through the pipeline to leadership, major and planned giving levels
- Contributes to establishing goals and plans based on assigned portfolio, using knowledge and expertise of giving vehicles, non-complex gifts and refer planned giving

Program Management

- Identifies, recruits, advises, manages, motivates and recognizes a large number of volunteers at all levels
- Oversees initiatives of working groups, senior leadership campaigns, and peer-to-peer campaigns including stewarding leadership of FSR campaign chairs
- Responsible for developing and reporting on annual budget and overall progress of assigned annual solicitation programs (including participation, dollars raised, average pledge, prospects reached, segmentation, etc.) in consultation with financial analyst
- Management of event budgets
- Manages special opportunity campaigns and production of all FSR campaign communication pieces, with support from the Communications team
- Proposes and facilitates approved uses of sponsorship support provided by UW Ancillary Services (Food Services, Creative Services, Retail Services); ensures that major sponsors are handled and recognized appropriately
- Manages correspondence and inquiries from faculty, staff and retirees, ensuring timely and appropriate response

Collaboration & Cross-program Coordination

- Works collaboratively with the Development Officer, Annual Giving, to coordinate acquisition and renewal for Faculty, Staff and Retiree prospects and donors

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- Supports volunteer management for other central development team programs, particularly peer-to-peer campaign work
- Collaborates with Stewardship and Donor Relations Team to provide annual donor cultivation and recognition events for faculty, staff, and retirees and other special donor events as appropriate
- Works closely with the Advancement Services Team, including Gift Processing, Systems, Research, and the Stewardship & Communications team
- Other duties as assigned

**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

Education

- Completion of a Bachelor's degree, or equivalent combination of education and experience

Experience

- 5+ years of fundraising experience required; experience in annual & leadership giving an asset
- Experience achieving revenue targets individually and by mobilizing other people/groups
- Experience building and implementing a multi-faceted program and/or campaign strategy using a data driven approach
- Volunteer and project management experience, including peer-to-peer campaign experience and solicitation training for volunteers; supervisory and mentoring experience an asset
- Experience with planning and facilitation of events supported by a base of volunteers

Knowledge/Skills/Abilities

- Exceptional verbal and written communication and relationship building skills
- Demonstrated ability to successfully identify and solicit support through personal visits
- Exceptional interpersonal skills and ability to interact with volunteers and stakeholders
- A creative and innovative team player with excellent problem solving skills, strategic aptitude and sound judgement
- Ability to efficiently organize and manage a diverse range of assignments while meeting multiple deadlines, along with thorough attention to all details and consistent follow through
- Resourceful and independent while remaining comfortable working within the framework of a team-oriented environment
- A flexible schedule which allows for occasional after-hours events and meetings
- Proficient in Microsoft Office software suite
- Highly level of proficiency in Excel (i.e. use of pivotal tables etc. to analyze and manipulate large datasets) an asset
- Experience working with complex relational databases, familiarity with alumni and donor databases an asset (e.g. Raiser's Edge, Blackbaud CRM, iModules Encompass)

Nature and Scope

- **Contacts:** Communicates regularly with stakeholders across campus at all levels. Manages volunteers across faculty, staff, retiree and other groups. The incumbent works with the greater Office of Advancement teams, faculties, schools, institutions, Federated University and Affiliated Colleges. Works closely with Campaign Volunteers, UW Retiree Association, Staff Association, Communications & Public Affairs, Creative Services, Retail Services, Food Services, Plant Operations, Central Stores, Co-operative & Career Services, Office of Research, Student Awards Offices (Undergraduate and

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Graduate). Significant External Relationships: Students and Friends of the University, Community Sponsors

- **Level of Responsibility:** Responsible and accountable for the overall planning, implementation, development and evaluation/reporting of Waterloo's FSR Campaign and other select Annual Giving programs; management and motivation of faculty, staff, and retiree volunteers.
- **Decision-Making Authority:** Overall program budget management; priority setting within larger program goals; handling of confidential and sensitive donor issues with sound judgement.
- **Physical and Sensory Demands:** Minimal demands typical of an administrative position operating within an office environment. Minimal physical demands typical of an office environment and the demands related to occasional travel on and off campus.
- **Working Environment:** Minimal exposure to disagreeable conditions; deadline pressures with demand for thoroughness and accuracy typical of program administration responsibilities, some evenings and weekend hours.