

Job Description



Job Title:	Associate Director, Advancement, School of Optometry & Vision Science
Department:	Optometry & Vision Science
Reports To:	Director, School of Optometry & Vision Science and Director of Advancement, Faculty of Science
Jobs Reporting:	Coop Students and work placements
Salary Grade:	USG 13
Effective Date:	May 2021

Primary Purpose

The Associate Director (AD), Advancement in the School of Optometry & Vision Science, is a member of the Science Advancement team who works in the context of the University's Office of Advancement. The AD reports directly to the Director of the School of Optometry & Vision Science and to the Director of Advancement of the Faculty of Science. The Associate Director, Advancement acts as the key point person with respect to advancement for the School of Optometry & Vision Science.

The Associate Director, Advancement provides strategy direction and guidance to a professional staff involved in fundraising, alumni and stakeholder relations and advancement communications on Optometry & Vision Science related, advancement focused initiatives.

Primary responsibilities involve the strategic planning for the School of Optometry & Vision Science's advancement activities including designing and implementing fundraising campaigns and special appeals, managing the major gifts portfolio and providing leadership, managerial and professional advice to the Director of the School of Optometry & Vision Science. This includes preparing fundraising strategies and approaches, liaising and consulting on University-wide development and alumni procedures and informing Faculty of Science Advancement and the University's Office of Advancement in matters of policy and processes as they impact the School.

Managerial responsibilities include overseeing the planning and development of communications materials, planning and implementing alumni engagement initiatives, including the conduct of special events to support pipeline and strategic development.

Working in a collaborative framework, the AD will work closely with other central Advancement, Faculties and Schools and federated university and affiliated university colleges.

Key Accountabilities

1. Establishes the direction and priorities for advancement activities and resources in the School of Optometry & Vision Science

- Creating and implementing an effective, ongoing advancement program for the School of Optometry & Vision Science. Ensures advancement programs are aligned with overall university, and Faculty goals, objectives and policies.
- Provides leadership, priority setting and management direction to staff and volunteers supporting initiatives and events directly associated with the School of Optometry & Vision Science,
- Informs strategic planning and central annual fund activities related to School priorities.

- Directs, sets work priorities and objectives for professional staff hired in support of Optometry & Vision Science advancement programs and priorities (i.e. consultants, Development Officer, Communications personnel).
- Works with the Director, Associate Directors, and administrative staff in the School to consult and develop effective advancement programs and the annual business plan.
- Collaborate with Faculty of Science and academic support units to establish and steward funds (trust/endowment) for gift fulfillment
- Organize and train volunteers to advocate and engage in solicitations which promote the School, support pipeline development and gift solicitation.

2. Major gift fundraising

- The AD will execute all aspects of the School's advancement program under the authority of the Director of School. This includes setting priorities, developing long-range and immediate/annual operational plans and pipeline development.
- Initiates, leads, directs and manages programs designed to maximize financial support from a wide range of potential individual donors (i.e. reunion appeals). Directs proactive research on individuals identified as having significant donor potential.
- Oversees and directs the strategic development of cultivation and solicitation plans and gift proposals for specific projects, including written proposals, oral presentations, volunteer management and ultimately stewardship of gifts received through recognition activities and events.
- In collaboration with the Director of Advancement, Science and leadership in the Office and Advancement, as appropriate, develops and implements strategies for select Principal gift prospects, non-alumni and unassigned prospect appropriate to School priorities.
- Working independently in a decentralized environment, the AD operates with a higher level of autonomy since there are significant health professional standards and interprovincial regulations to be considered in gift development.

3. Prospect management, pipeline development and reporting

- Participates in prospect identification, review, research, management and clearance for the School of Optometry & Vision Science and looks for opportunities to leverage and partner with colleagues across the Faculty of Science, Faculty of Health and other faculties.
- Tracks the progress of proposals and intermediate strategies for moves between submission and decision to ensure timely closure. Ensures accurate reporting on gifts to the School of Optometry & Vision Science.
- Ensures that all development programs and campaigns are kept on a deadline-driven timetable and that donor recognition and acknowledgement programs are in place to maintain, grow and evolve good donor-centred relations with the School's supporters.
- Records activities in CRM including used for prospect tracking and clearance systems, and prepare regular progress reporting on fundraising targets through prescribed standardized reporting tools.
- Create, manage and report on an operating budget, as appropriate to financial delegations.

4. Representative of the School of Optometry & Vision Science

- Develops and maintains a good working knowledge of the University's activities and the School of Optometry & Vision Science priority projects, as well as the provincial and regulatory authorities which will affect advancement strategy.
- Promotes the needs of the School at fundraising and other special events through public speaking engagements and personal contact.
- Develops effective relationships with senior academic administrators, faculty and volunteers and representatives of the philanthropic community. Through cultivation and solicitation efforts,

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establishes and maintains relationships with appropriate senior officers, board members, and donations officers in corporate, foundation, association, and individual sectors.

- Works closely with provincial and national professional associations in order to further build and strengthen our alumni contacts, maintain a consistent national presence, to increase fundraising success, and to continue to be sensitive and knowledgeable of provincial needs, challenges and successes within the profession and Optometry & Vision Science education.
- Consults with colleagues at other Faculties/Schools of Optometry & Vision Science provincially, nationally and internationally to seek information on related fundraising, alumni and related communication issues and developments.
- Develops a national network of senior volunteers, spokespersons and leaders, identifying, motivating and advising on their activities.

**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

- University degree, or equivalent combination of education and progressive fundraising experience is required.

Experience

- Progressive fundraising experience with extensive experience in securing major gifts
- A track record of successful donor engagement and gift solicitation, including the ability to effectively marry donor philanthropic goals with Faculty priorities and activities
- A demonstrated ability to develop and implement advancement strategies for major gift development with a strong ability to successfully solicit, secure and close major gifts, in a decentralized environment
- CFRE and post-secondary training in fundraising, not for profit and volunteer management is a strong asset.
- A solid understanding of the university environment including the integration of research and in-depth understanding of Science and fundamental research is an asset
- A deep understanding and awareness of professional schools, health professions, professional bodies and health regulatory bodies.

Knowledge/Skills/Abilities

- Superb written communication, public speaking and interpersonal skills
- Excellence in computing skills; and knowledge of and proficiency with Constituent Management software (i.e. Raiser's Edge) or similar applications, Website content management and HTML experience.

Nature and Scope

- **Contacts:** Close collaboration and sharing of experience with be expected between colleagues in Central Office of Advancement and the Faculties. **Significant Internal Relationships:** Director, Faculty and Staff, School of Optometry & Vision Science; Dean and Director of Advancement, Faculty of Science; Vice-President, Advancement; Associate Vice-Presidents, Development, Advancement Services, Advancement Strategy; Director, Alumni Affairs; Faculty of Science Advancement Team; Executive/Finance Officer(s), Faculty of Science; University Relations offices including Communications and Public Affairs; Government Relations; Academic and Academic Support unit

Vice Presidents and staff, Office of the President, Faculty Deans and Associate Deans; Advancement Staff in other Faculties, and federated/associated colleges; Offices of Research, Co-operative Education and Career Services; Student Awards and Financial Aid Office; Graduate Studies Office.

Significant External Relationships: Prospects, donors and volunteers, Optometric governing bodies and professional associations; Executives and Board members in corporations, associations, community or government organizations; Volunteers associated with UW Board, Senate and governing committees; Alumni; Research partners; External community representatives.

- **Level of Responsibility:** The position is expected to operate independently within the School of Optometry & Vision Science, accountable to the School Director and the Director of Advancement, Faculty of Science. This position is responsible and accountable for the School's Advancement Team programs and activities and may include supervisory responsibilities and contractor oversight. This position is a public representative for the School of Optometry & Vision Science, the Faculty of Science and the Office of Advancement within the university and with external audiences, particularly alumni and donors.
- **Decision-Making Authority:** Responsible and accountable for establishing the priorities for the department and addressing the changes to strategic business plans by consulting, as appropriate with the School Director and Director of Advancement, Faculty of Science.
- **Physical and Sensory Demands:** Minimal demands typical of a manager position operating within an office environment.
- **Working Environment:** Travel – regular travel required, including international travel. Working Hours – typically, regular working hours, with evening/weekend work required. Risks – physical and psychological. Physical risks – no significant risks; physical risks typical of those associated with a business traveler.