

## Job Description

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<b>Job Title:</b>	Senior Development Officer and Head, Communications
<b>Department:</b>	Office of Advancement
<b>Reports To:</b>	University Librarian
<b>Jobs Reporting:</b>	Communications Manager
<b>Salary Grade:</b>	USG 11
<b>Effective Date:</b>	September 2020

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### **Primary Purpose**

The Senior Development Officer and Head, Communications (SDHC), University Library, advances the University of Waterloo Library's strategies in the areas of fundraising programs, and communications and marketing of Library services and resources.

Reporting to the University Librarian (who provides overall strategic guidance as well as direction for the communications portfolio), and the Director, Development (who provides ongoing direction for advancement activities), the SDHC works closely with academic and administrative leaders, staff, and volunteers to identify and qualify prospects and to engage, cultivate and solicit financial support for university priorities that align with donor interests.

### **Key Accountabilities**

The SDHC's portfolio includes developing and sustaining relationships and giving with the Library's donor community, and providing the overall vision and direction of communications activities to further the University of Waterloo Library's mission. Based in the University Library, the SDHC works closely with senior leaders, staff, alumni and volunteers to plan, coordinate, manage, implement, and evaluate fundraising projects for the University Library. The Communications Officer (vacant) reports to the SDHC. The SDHC shapes the communications strategy that disseminates critical Library messages to key target audiences including students, faculty, the university community, the public, donors, and supporters. The SDHC works with the Communications Officer and their team to conceptualize, plan, and implement communications strategies across all media, to align with the goals of the University of Waterloo Library and to promote the Library and its related projects and initiatives.

#### **As a member of the Library Managers Group:**

- Provides leadership and guidance, and serves as a resource to the Library Executive Committee, other library managers, and committees
- Works closely with the Library Executive Committee and other library managers to develop policies, manage change, set future directions, and resolve problems
- Ensures timely communication to Library Managers, administration, staff and patrons through appropriate media, of developments and projects; also communicates on any related events that have the potential to directly or indirectly impact normal services
- Leads and coordinates projects that advance the Library's strategic directions
- Serves on University, and as appropriate, non-University committees and groups, fostering collaboration, information sharing, partnership and expertise across campus and the broader community as required

#### **Advancement Portfolio**

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- Works with Advancement and the Library to build and sustain a robust portfolio of major Library donors over a multi-year period. Works closely with the Director, Development and the University Librarian to set annual goals for major gifts and planned gifts.
- Serves as liaison from the University Library to Advancement's Stewardship team, including stewarding donors and managing endowments
- Represents the Library in campaign activities including stewardship of potential donors, gifts and pledges
- Communicates promptly and effectively with prospects and donors; ensures that information about donor interactions is documented in Office of Advancement systems
- Identifies Library prospects, including reviews, research, management and clearance, also identifying, where appropriate, opportunities to leverage and partner with colleagues in the Faculties and Schools, as well as other intra-institutional programs
- Develops and implements the Library's annual strategic fundraising plan, including foundational programs, annual giving, leadership, planned and major gifts
- Develops and implements donor cultivation and solicitation strategies and implements plans and gift proposals for corporate, foundation, and individual donors, including specific projects, proposals, and gift agreements
- Works closely with the Library Administrative Office on organizing and coordinating logistics and support for donor events and activities
- Works closely with Library Special Collections & Archives and other Library units on donor identification and stewardship activities as articulated in the Library's annual fundraising strategy
- Acts as Library liaison with Alumni Relations team for communication and engagement opportunities that can be utilized to cultivate and identify donors for the pipeline
- Proactively and consistently communicates with the members of the various advancement teams on campus

### **Communications Portfolio**

- Directs the development of the Library's strategic communications plan, working closely with the Communications Team and the University Librarian
- Supervises the Communications Officer in their management of the Library's Communications team
- Identifies communications goals and strategy (internal and external) that reflects the Library's mission
- Serves in an advisory role for policy and strategy as a member of the Library Managers group.
- Establishes, monitors, and follows Library-wide policies, procedures, and guidelines related to communications initiatives
- Develops and ensures adherence to a Communications budget
- Serves as the Library's principal resource for strategic communications and marketing, media inquiries, and proactive crisis management

### **Project Management**

- Sponsors Library communications and marketing projects, working in conjunction with campus units, including Media Relations
- Participates in campaign planning representing the University Library
- Coordinates the integration of fundraising and alumni activities within the University Library

### **Other**

- Maintains a good working knowledge of the University Library's activities, priorities and needs within the context of the University's mission and strategy
- Actively participates in professional development opportunities to maximize performance and career progression potential

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*\*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**

<b>Education</b> <ul style="list-style-type: none"><li>• Bachelor's degree</li><li>• CFRE or fundraising certificate</li></ul>
<b>Experience</b> <ul style="list-style-type: none"><li>• Several years of fundraising experience with extensive experience in personally securing major gifts</li><li>• Demonstrated success in soliciting and closing major gifts as well as volunteer management experience</li><li>• Experience fundraising in a university environment</li><li>• Experience using the Raiser's Edge advancement platform</li><li>• Experience managing annual giving</li></ul>
<b>Knowledge/Skills/Abilities</b> <ul style="list-style-type: none"><li>• Proven ability to think strategically and work independently in driving new initiatives or enhancing existing programs and able to effectively articulate these initiatives</li><li>• Demonstrated relationship building skills, project management experience and communications expertise</li><li>• Excellent time management skills and demonstrated ability to meet competing deadlines in an organized manner</li><li>• Strong leadership, communication (oral and written), presentation, and interpersonal skills; supervisory and mentoring experience is beneficial</li><li>• Proven ability to work collaboratively in a high functioning team within a dynamic environment</li><li>• A keen awareness and knowledge of relevant individuals in the corporate sector and community and an established network</li><li>• Technical: MS Word (Intermediate), Excel (Intermediate), PowerPoint (Basic), Other (preferred) – Constituent Management Software or similar software (Raiser's Edge experience)</li></ul>

### **Nature and Scope**

**Contacts:** The incumbent communicates promptly and effectively with donors as well as University contacts. These include: Office of Advancement teams, faculties, schools, institutes, Federated University and Affiliated Colleges. Significant internal relationships: University Librarian, Communications team, Library, Development & Alumni Relations, Associate Vice-President, Advancement Strategy, Associate Vice-President, Advancement Services, Development team, Advancement Services team, Alumni Relations team, Advancement Strategy team, Faculty advancement teams, Federated University and Affiliated Colleges Advancement teams, University Relations Office and staff, Student Awards and Financial Aid Office, Co-operative Education, Centre for Career Action, Office of Research. Significant External Relationships: University of Waterloo alumni, donors and friends; volunteers, research partners, external community representatives

**Level of Responsibility:** This position has specialized work with minimal supervision, acts in collaboration with Advancement staff across many units, and may provide guidance to others. Represents the Library and Office of Advancement to internal stakeholders (faculty and staff) and represents the University of Waterloo to external stakeholders.

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**Decision-Making Authority:** Independently makes decisions about prospect as well as communications strategies, location and event strategies for donor engagement, working collaboratively with the Library and Advancement.

**Physical and Sensory Demands:** Minimal demands typical of a senior administrative position operating within an office environment. Anticipate some travel within Ontario and possible travel in North America.

**Working Environment:** Minimal exposure to disagreeable conditions; deadline pressures with demand for prompt and diplomatic communication, thoroughness and accuracy typical of program administration responsibilities.