

Job Description



Job Title:	Director of Advancement, Faculty of Engineering
Department:	Engineering Advancement
Reports To:	Dean of Engineering
Jobs Reporting:	Associate Director, Development, Senior Alumni Officer, Donor Relations Officer, Advancement Officer, Senior Communications Officer. Advancement Manager (School of Architecture – dotted line report)
Salary Grade:	USG 15
Effective Date:	May 2023

Primary Purpose

Reporting to the Dean of Engineering, the Director of Advancement is responsible for the development and oversight of fundraising, donor relations and alumni affairs campaigns and strategies for the Faculty including all Departments, School of Architecture, Conrad School and all other constituent units. Using professional expertise in fundraising, alumni relations, marketing and communications and proactive leadership skills and outstanding communications and interpersonal skills, the Director is directly accountable for the annual fundraising plan, the capital campaign, overseeing major gifts fundraising activity, managing a personal portfolio of major and principal gifts prospects and donors, and for Engineering's overall donor and alumni relations strategy. Other responsibilities include oversight and team leadership of 9 staff members which include: 1 Associate Director, Development, 1 Donor Relations Officer, 1 Senior Alumni Officer, 1 Advancement Officer, 1 Senior Communications Officer, 1 Advancement Manager (School of Architecture (dotted line report), 2 Development Officer and 1 Senior Development Officer coordination and implementation of initiatives that support the fundraising function within the Faculty of Engineering and the Office of Advancement; and developing and maintaining relationships with faculty, staff and students relevant to Advancement objectives. Political acumen is critical to the role as the Director must be sensitive to the needs and interests of schools, departments, and units in the Faculty and elsewhere in the University and have the ability to successfully manage competing development objectives.

Key Accountabilities

Oversees, creates and implements an effective, ongoing Advancement program for the Faculty of Engineering, aligned with the strategic goals of the Faculty

Strategic Planning & Fundraising program development

- Develops and maintains a good working knowledge of the University's activities and the Faculty of Engineering's priority projects
- The Director is directly responsible for the development of strategic plan, management and implementation of special projects and campaign planning and priorities as assigned;
- Serves as a front line fundraiser and manages, plans, develops, implements and evaluates fundraising strategies for a significant pool of assigned major gift prospects; consisting of individuals, alumni, corporations, foundations;
- Provides strategic advice and oversight for the Faculty's Annual Fund and the Leadership giving activities in the Faculty

- Working with the Donor Relations Officer, Engineering, provides strategic advice and oversight for the Donor Relations program which includes development of customized stewardship plans for the Faculty's top donors;
- Provides oversight to the Engineering Advancement's budget
- Creates and manages the development and alumni relations budget, which includes donor Relations;
- Directs Faculty's prospect management and the volunteer recruitment and management process;
- Oversees and directs the strategic development of cultivation and solicitation plans and gift proposals for specific projects, including written proposals, oral presentations and volunteer management;
- Meets particular challenges in the development and execution of multi-faculty donor strategies, requiring a high degree of coordination and consultation;
- Monitors and evaluates the development and program effectiveness against Faculty's priorities and effects changes for improvement.

Team Leadership & Management

- Oversees and provides team leadership to a professional staff that consists of 1 Senior Alumni Officer, 1 Donor Relations Officer, 1 Associate Director, Development, 1 Advancement Officer, 1 Senior Communications Officer, 1 Advancement Manager (School of Architecture, dotted line reporting), 2 Development Officer and 1 Senior Development Officer and other Advancement staff members as needed.
- Includes proactive training, mentorship and management of direct reports and Engineering Advancement staff and development of tools and resources for these team members;
- Motivates by providing leadership, priority setting and management direction to six direct reports empowering them to strive and achieve agreed upon goals while ensuring that they have the necessary knowledge and tools for success.

Major Gifts

The Director of Advancement has particular responsibility for identifying cultivating, soliciting and stewarding major donors at the highest possible level (\$100,000 to \$1M+).

- The Director plans, creates, organizes and executes the Faculty's Major Gift Program; oversees the prospect review program that evaluates the giving potential of individual, corporate and foundation prospects across Canada and internationally;
- Develops immediate and long-range plans for comprehensive programs to realize the potential from individuals for various levels of gifts;
- Assumes primary responsibility for a significant portfolio of major gift prospects and donors; develops and implements tailored action plans, solicitation strategies and proposals, and stewardship plans for each prospect; makes face-to-face calls both with and without key volunteers and University faculty;
- Works collaboratively with the Office of Advancement and other university units to match donors' interest with university priorities;
- Consults with and obtains support and endorsement of senior University officials in the definition of program plans, projects, and goals;
- Provides strategic service support and assistance as required to members of the Faculty of Engineering involved in program implementation;
- Initiates relationships with potentially generous donors, develops and cultivates commitment and works towards its translation into financial and volunteer support.
- Plans and hosts campus visits for major donors and potential major donors
- Prepares notes for prospect tracking and clearance system

Job Description



<ul style="list-style-type: none">• Manages fundraising and other special events intended to facilitate the advancement program for the Faculty
Alumni Affairs <ul style="list-style-type: none">• Working with the Sr. Alumni Officer, Engineering, provides strategic advice and oversight for the Alumni Affairs activities, including programs and events, of the Faculty, working in coordination with the Director, Alumni Relations as required;• Working with the Advancement Officer, engages students before they leave the University of Waterloo; Provides oversight and strategic advice to Advancement Officer in engaging the Recent Engineering Alumni Committee (REAC)• Working closely with the Engineering Undergraduate Society, the Faculty Student Relations Officer, and the Student Success office to maximize opportunities for relationship building and student engagement.
Unit Level Advancement <ul style="list-style-type: none">• Advises the Department Chairs, Directors of the School of Architecture, Conrad School of Business and Entrepreneurship, Engineering Outreach Office and the Student Design Centre on advancement plans and policies with an aim toward providing consultation for developing appropriate effective programs at the departmental level.• Plans and develops strategies and advises on pilot projects for Chairs/Directors to test the effectiveness of new strategies and techniques, recommends new programs• Works closely with the Dean, Chairs, Directors and their faculty members in advancing individual, corporate and foundation donors in support of their funding priorities
Communications <ul style="list-style-type: none">• Works with Sr. Communications Officer, Development to create various appeals, proposals and stewardship pieces for effective donor solicitations and communication. Including websites, promotional materials, videos, photography and stewardship pieces.• Works closely with the Director, Marketing and Communications to execute an integrated marketing-communications strategy that maximizes our resources and expands Waterloo's reach and impact with its alumni, donors, prospective donors, and other stakeholders locally and around the world.
Complexity, Judgement and Planning <ul style="list-style-type: none">• 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 relations with the Faculty's supporters;• Tracks the progress of proposals and intermediate strategies for moves between submission and decision to ensure timely closure;• Tracks and reports on gifts to the Faculty and facilitates campaign/team strategic plan updates for Engineering Development & Alumni Affairs;• Provides advice to senior university staff within the Faculty on the feasibility of fundraising goals; utilizing the Faculty's strategic plan to generate fundraising priorities;• Assumes responsibility for contact with alumni, volunteers and individual/ corporate/ foundation donors;• The Director may be assigned projects that cross multiple faculties, and will ensure that proposals are developed to meet the interests of the prospect and represent all relevant faculties across campus ensuring that the most appropriate volunteers and faculty/ staff are well briefed and involved when appropriate in the cultivation, solicitation and stewardship of the donors.
Contacts <ul style="list-style-type: none">• Working in a decentralized environment, the Director of Advancement,

Job Description



Engineering will serve as a liaison with other Faculties and the central office to share and coordinate prospect strategies where applicable

- Develops effective relationships with senior academic administrators, faculty and volunteers and representatives of the philanthropic community. Through cultivation and solicitation efforts, establishes and maintains relationships with appropriate senior officers, board members, and donations officers in corporate, foundation, association, and individual sectors.
- Develops and maintains contact with influential prospects and volunteers to develop and cultivate financial commitments, prospects and volunteers; will include senior members of the corporate sectors, faculty, alumni, students and staff;
- Maintains frequent contact with the Dean, Associate Deans, Department Chairs and School Directors, Executive Officer, Vice-President, Advancement, Advancement Associate Vice-Presidents and advancement staff in the other Faculties, University Vice-Presidents, President, and other senior faculty members;
- Communicates regularly with alumni, development, marketing and communications staff, student engagement staff and with individuals who have made or might make major gifts to the Faculty;
- As appropriate, supports the Dean, Vice-President, Advancement, Sr. Director, Government Relations, and other members of the senior administration to ensure that strong and meaningful relationships are developed and maintained with all levels of government;

**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 education and experience

Experience

- Minimum 10 years of progressive fundraising experience with capital campaign experience considered an asset
- Competencies will include strategic thinking, people management, interpersonal, organizational and communication skills;
- Working knowledge of the university environment and in particular, the Faculty of Engineering is a definite asset.

Knowledge/Skills/Abilities

- Adept at learning and using a CRM database in support of advancement activities (ie. Raiser's Edge)
- Understanding and appreciation of the key role of a university education and in particular Engineering, and the crucial importance of attracting and retaining the very best talent available (students, faculty, staff);
- Understanding of the university environment including the integration of research and teaching;
- Knowledge of giving vehicles and non-complex gifts;
- Proven competence in project management, multi-tasking, planning, analytical and organizational skills;
- Excellent communication, interpersonal, oral and writing skills including the expertise to create promotional materials and proposals;
- Political acumen and problem solving skills are required;

Job Description



- Willingness to travel and work extended hours as required (some weekends and evenings);
- Demonstrated ability to take initiative and work independently and effectively as part of a team with a broad mandate in a fast-paced, highly computerized and challenging environment;
- Knowledge and excellence in working with fundraising software is considered an asset.
- Demonstrated relationship building skills, excellent time management and proven ability to meet competing deadlines in an organized manner.
- Must have strong communication, presentation, and interpersonal skills.
- Computer literacy and working knowledge of Microsoft Office and Constituent Management Software.
- CFRE or fundraising certificate an asset but not required.

Nature and Scope

- **Contacts:** This position represents the Faculty of Engineering and the Office of Advancement to internal stakeholders (collaborating units, faculty and staff). This is an external facing position which requires significant amounts of networking and social engagement, supported by internal partners. Appropriate department, acumen and aplomb is required. Must be comfortable working with a variety of stakeholders including political and community leaders, executives, industry partners and volunteers
- **Level of Responsibility:** Must be able to make informed decisions cognizant of broader accountability in a role representative of the university; Ability to take initiative where minimal direction is provided; Proactive in contributing ideas and solutions to the Dean and other team members; Provide direction, guidance and support to team members; Establishes goals in consultation with the Dean.
- **Decision-Making Authority:** Oversee and directs administrative functioning of the development and alumni affairs team. Recommends program modifications when necessary
- **Physical and Sensory Demands:** Minimal demands typical of an administrative position within an office environment
- **Working Environment:** Travel required, regular working hours, some evening/weekend work required. Minimal exposure to disagreeable conditions typical of a supervisory position