

WATERLOO ENGINEERING

Job Description Form

JOB INFORMATION			
<i>Job Title</i>	Associate Director, Development & Alumni Affairs	<i>Position ID</i>	
<i>Division/Department</i>	Advancement, Faculty of Engineering		
<i>Location</i>	Main Campus		
<i>Reports to Job Title</i>	Director, Advancement	<i>Reports to Position ID</i>	4634
<i>Jobs Reporting (Job Titles and IDs)</i>	Senior Development Officer (2) Development Officer Senior Alumni Officer		
<i>Full-time Equivalent</i>	100%	<i>USG Level</i>	13/14
<i>Effective Date</i>	July 2015		

Primary Purpose

Reporting to the Director of Advancement, Faculty of Engineering, the Associate Director of Development and Alumni Affairs is responsible for the development and implementation of fundraising, donor relations and alumni affairs campaigns and strategies for the Faculty. Using professional expertise in fundraising, alumni relations, marketing and communications and proactive leadership skills and outstanding communications and interpersonal skills, the Associate Director is accountable for the annual fundraising plan, the capital campaign, for overseeing major gifts fundraising activity, managing a personal portfolio of major and principal gift prospects and donors, and for Engineering's overall donor and alumni relations strategy. Other responsibilities include oversight and team leadership of 6 staff members which include: 3 Senior Development Officers, 1 Donor Relations Officer, 1 Senior Alumni Officer, and 1 Senior Writer; development, 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 Associate 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:

As a member of the Engineering Advancement team the Associate Director assists the Director of Advancement in the Faculty of Engineering by managing 3 professional fundraising staff (three Senior Development Officers), the Donor Relations Officer, the Senior Alumni Officer, as well as the Senior writer. The Associate Director is accountable for the annual Faculty fundraising plan, for overseeing major gifts fundraising activity, managing a personal portfolio of major and principal gifts prospects and donors, and for Engineering's Development and Alumni Affairs strategy development and strategic plan, including capital campaign planning and management.

UW Advancement is comprised of Development, Alumni Relations, and Advancement Services; including more than 90 professional and support staff and works closely with several departments

across campus, including Co-operative Education and Career Services, the Office of Research, Student Awards and Financial Aid, the Graduate Studies Office and Finance.

The incumbent reports to the Director of Advancement, Faculty of Engineering who will:

- Provide direction in establishing and clarifying priority projects,
- Oversee the incumbent's development & performance as a fundraising professional,
- Assign special projects and supervisory duties as appropriate.
- Provide resources to support the Associate Director position.

The Associate Director has a critical role to play in developing and stewarding UW Faculty of Engineering relationships, in securing private sector gifts and in managing/orienting senior volunteers. As a member of the management team in the Faculty of Engineering, the Associate Director will manage Faculty specific initiatives such as priority Research Chairs, Graduate Scholarships, and capital building projects, as well as other new projects as identified by the Faculty. Working within the mandate of the Faculty strategic plan and capital campaign goals, the Associate Director will be responsible for the development of fundraising initiatives in the prioritized geographic areas both nationally and internationally.

Close collaboration and sharing of experience will be expected between colleagues in the Central Office and the Faculties.

SPECIFIC ACCOUNTABILITIES

General:

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

- Develops and maintains a good working knowledge of the University's activities and the Faculty of Engineering's priority projects;
- 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; also responsible for prospects in assigned geographic areas, this includes development of customized stewardship plans for the Faculty's top donors;
- Responsible for developing and assisting the Director of Advancement in the Faculty of Engineering with strategic planning, management and implementation of special projects and campaign planning and priorities as assigned;
- Provides strategic advice and oversight for the Annual Fund activities of the Faculty as well as the leadership giving portfolio;
- Creates and manages the development and alumni affairs budget, which includes donor relations ;
- Participates in prospect identification, review, research, management and clearance;
- 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;
- Participates in the identification, recruitment, training, management and stewardship of volunteer teams when applicable.

Team Leadership & Management:

Oversees and provides team leadership to a professional staff that consists of 1 Sr. Alumni Officer, three Sr. Development Officers, 1 Donor Relations Officer and 1 Sr. Writer;

- 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 in the Engineering Advancement office empowering them to strive and achieve agreed upon goals while ensuring that they have the necessary knowledge and tools for success.

Major Gifts:

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

- With the Director of Advancement, plans, creates, organizes and executes the Faculty's Major Gift Program; establishes a prospect review program to evaluate 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 toward its translation into financial and volunteer support;
- Initiates, leads, directs and manages programs designed to obtain maximum financial support from a wide range of potential individual donors;
- Directs proactive research on individuals identified as having significant donor potential;
- Prepares notes for prospect tracking and clearance system;
- Plans and hosts campus visits for principal and major gift donors and prospective donors and alumni.
- Manages fundraising and other special events intended to facilitate the advancement program for the Faculty

Annual Fund:

- Works with assigned Sr. Development Officer to articulate the Faculty fundraising priorities for incorporation into central annual giving activities aimed at achieving a high rate of participation among Alumni, Faculty, Staff, Retirees and Friends of the Faculty of Engineering;
- Actively participates in stewardship of annual donors to the Faculty of Engineering by providing information and impact statements to inform stewardship activities managed centrally and by creating strategies for Faculty-specific stewardship activities aimed at deepening engagement with current donors and building the pipeline for Leadership, Major, and Planned Gifts;

- Encourage the partnerships between Faculty of Engineering advancement staff and key Annual Giving staff in order to build strategy around identifying, cultivating, soliciting and stewarding Circle level and Faculty/Staff/Retiree donors and prospects.

Alumni Affairs:

- 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;
- Engages students before they leave the University of Waterloo; 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.

Communications:

- Works with Sr. Writer and Associate Director of Marketing and Communications to create and implement a communications strategy for the campaign, as well as effective campaign and donor communications. Including websites, promotional materials, videos, photography and stewardship pieces.

Complexity, Judgment and Planning:

- 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 Advancement;
- 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 Associate 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

- Working in a decentralized environment, the Associate Director, Development and Alumni Affairs Engineering will assist the Director of Advancement Engineering to 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;

POSITION REQUIREMENTS	
<i>Education</i>	<ul style="list-style-type: none"> • University degree
<i>Experience</i>	<ul style="list-style-type: none"> • Minimum 8 years of progressive fundraising and alumni affairs 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.
<i>Technical</i>	<ul style="list-style-type: none"> • Microsoft Word – Intermediate • Microsoft Excel – Intermediate • Microsoft Powerpoint – Intermediate • Adept at learning and using a CRM database in support of advancement activities (ie. Raiser’s Edge)
NATURE AND SCOPE	
<i>Interpersonal Skills</i>	<p>Significant Internal Relationships</p> <ul style="list-style-type: none"> ○ Dean and Associate Deans, Faculty of Engineering ○ Department Chairs, Directors and Faculty members in Faculty of Engineering ○ Director of Advancement, Faculty of Engineering ○ Associate Director, Marketing and Communications, Faculty of Engineering ○ Senior Development Officers, Development Officer, Alumni Affairs Officer, Senior Writer, Campaign Assistant and Administrative Assistant, Faculty of Engineering ○ Vice-President, Advancement ○ Associate Vice President, Principal Gifts and Campaigns ○ Associate Vice President, Advancement Services ○ Associate Vice President, Development ○ Associate Vice President, Campaign Strategy & Implementation ○ Director, Planning, Faculty of Engineering ○ Director and staff in Marketing and Strategic Communications (MSC) ○ Senior administrators (President, Provost) ○ Other Faculty Deans and Associate Deans ○ Directors, Associate Directors, Senior Development Officers and Development Officers in other Faculties

- Alumni Officers in other Faculties
- Annual Fund team, Donor Relations and Stewardship team, and Research team
- Office of Research
- Co-operative Education and Career Services
- Student Awards and Financial Aid Office
- Graduate Studies Office

Significant External Relationships

- Prospects and donors for cultivation, solicitation and stewardship purposes
- Alumni
- Executives in corporations, associations, community or government organizations
- Engineering Dean’s Advisory Council Members
- Volunteers associated with Engineering and UW boards & committees
- Research partners
- Co-operative Education partners
- External community representatives

- Excellent interpersonal skills required
- Demonstrated ability to build collegial relationships based on trust and mutual respect
- Extensive experience managing and motivating professional staff
- Proven ability to work effectively with and build consensus among people at all levels
- Proven ability to meet deadlines and work effectively in a fast-paced team environment
- Strong research, analytical and problem-solving skills required
- Must be a strong communicator (oral and written) with the ability to build relationships with senior administrators, alumni, donors, and students;
- Comfortable in high profile networking environments where developing new relationships is expected;
- Possess strong planning and organization skills with exceptional attention to detail;
- Must be a problem solver with a friendly, professional, customer service oriented personality;
- Ability to conduct themselves with a high degree of diplomacy and tact

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;

<i>Decision-making Authority</i>		<ul style="list-style-type: none"> • Proactive in contributing ideas and solutions to the Director and other team members; • Provide direction, guidance and support to team members; • Establishes goals in consultation with Director, Advancement
		<ul style="list-style-type: none"> • Directs administrative functioning of the development and alumni affairs team • Recommends program modifications when necessary
	<i>Physical and Sensory Demands</i>	<ul style="list-style-type: none"> • Minimal demands typical of an administrative position within an office environment
<i>Working Environment</i>	<i>Travel</i>	Travel required
	<i>Working Hours</i>	Regular working hours, some evening/weekend work required
	<i>Risks – physical and psychological</i>	Physical risks <ul style="list-style-type: none"> • No significant risks Psychological risks <ul style="list-style-type: none"> • Minimal exposure to disagreeable conditions typical of a supervisory position