

Job Description

Job Title:	Senior Director, Engineering Advancement
Department:	Dean of Engineering
Reports To:	Dean of Engineering
Jobs Reporting:	Director, Development & Alumni Relations, Director, Marketing & Communications, Associate Director, Engineering Advancement Operations, Senior Communications Officer
Salary Grade:	USG 15/16
Effective Date:	February 2020

Primary Purpose

The Director of Advancement is accountable to the Dean of Engineering for promoting and supporting the Faculty's strategic priorities and enhancing Waterloo Engineering's reputation as a world-class school of Engineering. This position provides strategic advice and support to the Dean and senior administrators in the Faculty of Engineering, and leadership and guidance to a staff of 16 development, alumni, marketing and communications professionals.

Key Accountabilities

Strategic Planning

- Establishes and implements integrated strategic plans for the Faculty of Engineering's development, alumni, marketing and communications activities
- Monitors and evaluates the development, alumni, marketing and communications programs' effectiveness against priorities and performance targets; effects changes required for improvement
- Ensures Faculty development, alumni, marketing and communications programs are in line with overall university goals and objectives
- Provides input to capital and other university-wide fundraising campaigns and project themes
- Provides advice to academic leaders and senior staff within the Faculty on the feasibility of fundraising goals and the effectiveness of marketing and communications strategies
- Provides strategic oversight to departments, schools and research institutes regarding the development of fundraising, alumni, marketing and communications strategies aligned with the Faculty's priorities

Management and Leadership

- Provides leadership for a staff of 17 development, alumni, marketing and communications professionals, including setting priorities, fostering constructive working relationships, monitoring workload, and providing strategic direction and decision support
- Directs recruitment, training, and evaluation of advancement staff
- Supports the personal and professional growth of members of the advancement team
- In consultation with the Dean, establishes and manages the budget for the advancement team
- In consultation with the Dean of Engineering and the Chairs of the Dean's Advisory Council (DAC), works closely with the Associate Director, Advancement Operations in planning and administering the activities of DAC in support of the Faculty's vision, mission and objectives
- Assists with recruitment of members of the council and maintains regular contact with members and organizes periodic meetings and support for Faculty activities

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Fundraising and Donor Relations

- Working closely with the Director, Development and Alumni Relations oversees the development and implementation of a strategic fundraising plan in the Faculty of Engineering
- Assumes primary responsibility for a significant portfolio of major and principal gift prospects and donors: develops and implements tailored action plans, solicitation strategies and proposals for each prospect; makes face-to-face calls both with and without key volunteers and faculty; prepares briefing and follow-up notes for prospect tracking
- Works collaboratively with the Faculty and central development team to transition engagement relationships through to leadership, major and principal gift donors
- Initiates and builds relationships with high impact alumni and high net worth individuals, building the engineering brand while developing and cultivating commitment and understanding of the Faculty goals, working towards financial and volunteer support
- Promotes the needs of the Faculty at fundraising and other special events through public speaking engagements and personal contact
- Plans and hosts campus visits for major donors and potential major donors
- Establishes and monitors donor recognition and acknowledgement programs
- Working within university policies and guidelines, develops, and advises the team on, terms of reference for capital, endowment and trust donations, and co-ordinates gift agreements
- Works with the Dean, department chairs, directors of the School of Architecture and Conrad, and other faculty and staff assigned to solicit, support and manage volunteer involvement with fundraising and alumni relations activities
- Builds/reinforces base and pipeline for major and principal gifts prospects and donors – collaboratively with central office colleagues in multi-track and centrally-managed prospects (clearance, strategy, stewardship)
- Works with the Central Advancement staff to ensure that prospect clearance, gift acceptance, and other policies and guidelines are followed
- Oversees the work of the Director, Development and Alumni Relations who liaises with central advancement colleagues to develop Faculty of Engineering specific strategies and programs aimed at achieving the highest possible rate of participation by alumni, parents, faculty, staff, retirees and friends, while paying special attention to those who have the potential to make larger annual and major gifts
- Works closely with the Director, Development and Alumni Relations and the Associate Director, Engineering Advancement Operations to provide timely, accurate forecasts and reports on funds raised

Alumni Relations

- Working closely with the Director, Development and Alumni Relations and the Senior Alumni Officer, oversees the development and implementation of a strategic alumni relations plan in the Faculty of Engineering
- Promotes the Faculty at alumni events through public speaking engagements and personal contact
- Participates with the central alumni affairs team in strategy development and promotion of university level alumni initiatives.

Marketing and Communications

- Working closely with the Director, Marketing and Communications oversees the development and implementation of a strategic marketing and communications plan in the Faculty of Engineering
- Works collaboratively with the Associate Vice President, Communications in the development of an integrated marketing/communications strategy for the university

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- Works closely with the Director, Marketing and Communications to develop and implement strategic integrated communications campaigns to move the Faculty's reputation forward in line with its aspirations and priorities
- Works with the Director, Marketing and Communications to ensure the highest quality in all communications materials, print and electronic, produced by the Faculty
- Primary responsibility for the design and content of the Faculty of Engineering website and all electronic communications sent to the faculty, staff, and student e-mail lists
- Oversees all electronic and print advertising at the Faculty level
- Provides strategic advice and support to the Dean and senior administrators on all communications needs, plans and initiatives
- Oversees the development and implementation of an ongoing undergraduate student marketing and recruitment strategy for the Faculty of Engineering
- Provides consultation and advice on the development and implementation of a communications strategy to support graduate student marketing and recruitment for the Faculty of Engineering, managed by the engineering graduate office.
- Serves as a resource or assigns delegate for communications on senior committees in the Faculty
- Provides strategic advice to the Faculty of Engineering crisis management team
- Oversees Faculty's media relations 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 education and experience

Experience

- Minimum of 10 years' experience in an advancement, marketing, communications or public affairs environment in the post-secondary or not-for-profit sectors, relevant public or private sectors. Exceptional written and verbal communication skills. Experience in leading and motivating high performing teams. Demonstrated track record in post-secondary fundraising and alumni relations. Fundraising and marketing communications experience related to the professional engineering profession is highly desirable.

Knowledge/Skills/Abilities

- Exceptional written and verbal communication skills. Experience in leading and motivating high performing teams. Demonstrated track record in post-secondary fundraising and alumni relations.
- Fundraising and marketing communications experience related to the professional engineering profession is highly desirable.

Nature and Scope

- **Contacts:** Internally, communicates regularly and professionally advises and consults with all senior leaders including the Dean and President, and with all faculty and staff in the Faculty of Engineering to inform, influence, educate, collaborate and to promote the Faculty of Engineering. Externally, this position has significant senior contacts building critical relationships and developing important relationships with industry leaders and alumni around the world.

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- **Level of Responsibility:** The position is responsible and accountable for the activity and overall results of the Engineering Advancement Office.
- **Decision-Making Authority:** Responsible and accountable for establishing the priorities for the unit and addressing the changes to strategic business plans by consulting directly with the Dean of Engineering as appropriate.
- **Physical and Sensory Demands:** Minimal demands typical of an administrative position within an office environment
- **Working Environment:** Significant travel associated with the position, including irregular working hours.