

## Job Description

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<b>Job Title:</b>	Director of Advancement
<b>Department:</b>	Faculty of Health
<b>Reports To:</b>	Dean, Faculty of Health
<b>Jobs Reporting:</b>	Alumni Advancement Officer, Advancement Coordinator
<b>Salary Grade:</b>	USG 14/15
<b>Effective Date:</b>	August 2021

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### **Primary Purpose**

Reporting directly to the Dean of the Faculty of Health, the Director of Advancement is responsible for development and alumni relations activities within the Faculty of Health (Health). The Director works within the framework of the Office of Advancement to ensure that Waterloo has a coordinated overall strategic advancement plan.

Using professional expertise in fundraising, alumni relations, marketing and communications, proactive leadership skills and outstanding communications and interpersonal skills, the Director of Advancement has accountability for all advancement activities in the Faculty. S/he advises and consults with the Dean, Associate Deans, Chairs and Directors within the Faculty of Health. The Director of Advancement works with the Vice-President, Advancement and the Associate Vice-Presidents (to include but not limited to, Development, Alumni Relations, Principal Gifts and Advancement Services), on matters related to University development procedures, guidelines and strategy.

### **Key Accountabilities**

#### **General**

- Establishes and implements Faculty of Health's short and long-range organizational goals, objectives and policies and operating procedures;
- Monitors and evaluates Advancement program effectiveness; effects changes required for improvement;
- Responsible for developing and maintaining relationships with faculty, staff and students relevant to advancement objectives;
- Provides leadership, priority setting and management direction to staff in the Faculty of Health's Advancement Office;
- Serves as a front-line fundraiser and manages their own portfolio of principal and major gift prospects and donors;
- Liaises with the Vice-President of Advancement, Associate Vice-Presidents and other senior Advancement leaders. Liaises with Sr. Director Government Relations and Development, AVP, Strategic Communications & Marketing to determine common objectives and programs in areas including Capital Campaign, Development, Alumni Relations, Government Relations and Communications;
- The Director participates in strategic planning of the Office of Advancement as a member of the Advancement Directors Group. Working in a collaborative team environment, s/he works closely with other staff in the Office of Advancement, with Development/Alumni Officers from the Faculties, and

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with the campus community (Senior Administrators, Deans, College Heads, faculty, staff, students, and volunteers);

- The Director may interact with the President, Provost, Sr. Director, Government Relations to advise and support government relations as required;
- The Director has accountability for ensuring Advancement statistics, reports, plans, agreements, approvals and other development obligations are in keeping with University policies and provided to the Office of Advancement and other University departments as required;
- Ensures Health Advancement programs are in line with overall university goals and objectives;
- 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;
- Develops a national and international network of senior volunteers and spokespersons as appropriate, identifying, motivating and advising on their activities;
- Organizes and trains influential and affluent volunteers to assist and promote the Faculty in all aspects of the Advancement program including major gifts, alumni relations, donor relations and advocacy;
- Promotes the needs of the Faculty through public speaking engagements and personal contact.

### **Team Leadership & Management**

- The Director oversees and provides leadership and sets priorities for a professional staff of Development and Alumni Officers and additional team members. S/he liaises and consults on University-wide development and alumni procedures and guidelines as appropriate with the University's Office of Advancement.
- Directs hiring, recruiting, training, and evaluation of Advancement staff.
- Other management responsibilities include overseeing the planning and development of communications materials in support of the Faculty's advancement objectives, directing alumni relations, stewarding endowment funds, and managing special events to support the cultivation of major prospects and donors.

### **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+).

- 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 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 Health involved in program implementation;
- Leads a process for collaboration with the Health Advancement team;

- 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;
- Collaborates with Advancement Associate Vice-Presidents, the Faculty's Executive Officer and Faculty Financial Officer, central donation management and other related staff to establish financial structures appropriate for the purposes set out by donors;
- Prepares notes for prospect tracking and clearance system;
- Plans and hosts campus visits for major donors and potential major donors.

### **Annual Fund**

- Working with the Associate Director, Annual Giving, articulate 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 Health;
- Actively participates in stewardship of annual donors to the Faculty of Health 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 Health advancement staff and key Annual Giving staff in order build strategy around identifying, cultivating, soliciting and stewarding Circle level and Faculty/Staff/Retiree donors and prospects

### **Alumni Relations**

- Working with the Associate Director, Annual Giving, articulate 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 Health;
- Actively participates in stewardship of annual donors to the Faculty of Health 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 Health advancement staff and key Annual Giving staff in order build strategy around identifying, cultivating, soliciting and stewarding Circle level and Faculty/Staff/Retiree donors and prospects

### **Communications**

- Develops and implements a communications strategy for Advancement activities in the Faculty of Health, working in consultation and co-operation with Health and other Waterloo communications staff.

### **Departmental/School**

- Develops appropriate infrastructure and links for strategic fundraising and other advancement initiatives across all Health Departments;
- Advises Chairs and Directors on advancement plans and policies; provides consultation and ensures the development of effective advancement programs at the Department/School level;
- Recommends new advancement programming as appropriate.

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### **Complexity, Judgment and Planning**

- Works with the Associate Vice-President, Advancement Services (or designate), and other Faculty Directors in ensuring that Advancement policies and advancement best practices are in place and adhered to, including gift acceptance, donor recognition policies and practices and prospect management;
- Meets particular challenges in the development and execution of multi-faculty donor strategies, requiring a high degree of coordination and consultation;
- Provides advice to senior university staff within the Faculty on the feasibility of fundraising goals;
- Develops strategic plans for all major gift activities of the Faculty of Health to meet specific financial objectives;
- In consultation with the Dean of Health determines the feasibility and implementation of new programs and fundraising techniques;
- Defines and develops the role of volunteers in the Health advancement program;
- Directs, sets work priorities and objectives for professional advancement staff assigned to programs;
- Provides input to campaign and project themes;
- Selects consultants as needed in consultation with the Dean;
- Assumes responsibility for contact with alumni, volunteers and individual/corporate/foundation donors;
- Integrates effective fundraising in the Faculty into University-wide campaign/priorities as these are established;
- Manages the Health Advancement operating budget;
- Addresses and manages challenges in obtaining the best volunteer leadership.

### **Contacts**

- 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 Office of Advancement and its Senior Leaders in the development of cooperative fundraising strategies, to provide information on campaign progress and fundraising procedures, guidelines and strategies;
- 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.*

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### Required Qualifications

#### **Education**

- Completion of a Bachelor's degree. CFRE certification and an advanced degree would be an asset.

#### **Experience**

- 8 plus years of progressive fundraising experience with a proven track record of achievement and success with raising funds at the \$100,000 - \$1M level from individuals, corporations and foundations.

#### **Knowledge/Skills/Abilities**

- Fundraising competencies will include strategic thinking, people management, interpersonal, organizational and communication skills as well as excellent judgment and an ability to develop and nurture key relationships. The position requires an ability to work under pressure, juggle multiple timelines, negotiate with donors, mediate amongst staff and faculty, interact with a diverse client base including other members of the University of Waterloo advancement team, the Vice-President, faculty members, deans and senior administration and staff of other university business units. A working knowledge of the university environment is a definite asset.
- Political acumen is critical; the incumbent 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.
- Technical competencies require intermediate level for MS Word, Excel and PowerPoint and adept at learning and using a CRM database (i.e. Raiser's Edge) in support of Advancement activities.

### Nature and Scope

- **Contacts:** Significant internal relationships include the Dean of Health, Executive Officer, Faculty of Health, Health Advancement team members, Health Chairs, Directors, Associate Deans, Faculty, staff members and students. The President and the Office of the President. Senior staff in the Offices of the Vice-President, Advancement and University Relations, Research, Co-operative Education and Career Services, Graduate and Undergraduate Student Awards Offices. Development, alumni relations and communication professionals across campus. Significant external relationships include donors, prospects, and alumni for cultivation, solicitation and stewardship purposes and engagement. Executives in corporations, associations, community and government organizations. Volunteers associated with University of Waterloo boards and committees. Research partners. Other members of the external community.
- **Level of Responsibility:** The Director is responsible for developing, securing support for and implementing the Faculty Advancement Plan, overseeing multiple staff members and ensuring the faculties fundraising goals are met.
- **Decision-Making Authority:** The Director works with confidential and sensitive issues relating to the donor's philanthropy and personal information. The impact of decisions of the incumbent will have significant effect on the fundraising program, the Faculty of Health and the University.
- **Physical and Sensory Demands:** Minimal demands typical of a senior executive position operating within an office environment
- **Working Environment:** While Health alumni and donors live across the globe most travel is local or within Southwestern Ontario.