Job Description

Job Title:	(Senior) Development Officer, Annual Giving
Department:	Office of Advancement
Reports To:	Associate Director, Annual Giving
Jobs Reporting:	None
Salary Grade:	USG 9 - 11
Effective Date:	February 2024

Primary Purpose

The Development Officer, Annual Giving, identifies, cultivates, solicits, and stewards annual and leadership level donors for the University of Waterloo, with a focus on donors from select Annual Giving Programs (e.g. Faculty, Staff, Retiree, Circle and Young Alumni). The incumbent will build a robust pipeline of donors and will serve as a major communication liaison with UWs Academic Faculties and other units to ensure seamless sharing of information related to donor strategies and activities.

Key Accountabilities

Fundraising

- Formulates, recommends, and implements qualification, cultivation, solicitation, and stewardship strategies to secure gifts from current donors, alumni, faculty, staff, retirees, and friends, with a focus on gifts in the $1K - $24,999 range
- Achieves a high volume of donor contact annually as determined by performance metrics
- Maintains/updates contact reports and the database by ensuring that meeting notes are recorded and significant moves are tracked in the system in a timely fashion
- Develops knowledge of giving vehicles and non-complex gifts; refers planned giving leads to other units

Program Administration

- Develops and maintains a good working knowledge of the University of Waterloo's activities, priorities, and fundraising projects
- Analyzes trends and results, and provides input regarding annual and leadership giving strategies and the annual plan
- Works with the Associate Director, Annual Giving, to set goals and regularly review prospect activity
- Generates written materials associated with the fundraising process, such as reports and general correspondence

Collaboration, Communication and Cross-program Coordination

- Assists both the Annual and Leadership Giving Teams in creating fundraising materials suitable for presentation to prospective contributors
- Serves as an effective ambassador for the university and Annual Giving
- Works collaboratively with the Associate Director, Annual Giving, and the Senior Development Officer, Annual Giving, to coordinate acquisition and renewal activity for all Annual Giving donors ($1 - $24,999)
- In collaboration with the donor relations team, works towards achieving exemplary stewardship of assigned annual giving donors
- Works in close collaboration with colleagues in Central, ASUs, AFIWs, and Faculty advancement teams

Coordination and Special Projects

- Assists with recruitment, training, and management of volunteers as assigned
- Undertakes special projects as assigned by the Associate Director, Annual Giving
- Ensures that fundraising efforts across different teams remain in line with UW standards and best practices

**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 required

Experience

- Three to five years of proven fundraising and/or developing meaningful partnerships with proven results, high volume prospect activity and some volunteer recruitment/management experience
- Some specific experience in annual giving, relationship development, budget management, reporting, preferably in an educational or complex non-profit environment
- Understanding of the university environment
- Experience with project management

Knowledge/Skills/Abilities

- Understanding and appreciation of the key role of a university education, and the crucial importance of attracting and retaining the very best talent available (students, faculty, staff)
- Some knowledge of giving vehicles and non-complex gifts
- Good analytical and organizational skills
- Excellent communication, interpersonal, oral, and writing skills, including experience with promotional materials and proposals
- Proficient in utilizing internet research tools for prospect management
- Political acumen and problem solving skills are required
- 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
- Willingness to travel and work extended hours, as required
- Proficient in MS Office and Constituent Management Software (or similar)
- Proficiency in Raiser's Edge is an asset

Nature and Scope

- **Contacts:** The incumbent works with the greater Office of Advancement teams, Faculties, Schools, and the Affiliated and Federated Institutions of Waterloo. Significant Internal Relationships: Associate Director, Annual Giving, Associate Vice-President, Engagement, Senior Development Officer, Annual Giving, Development Officers, Leadership Giving, Advancement Services Teams, Alumni Relations Team. Significant External Relationships: Alumni, Students and Friends of the University and Volunteers.
- **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 Office of Advancement to internal stakeholders (faculty and staff) and represents the University of Waterloo to external stakeholders.
- **Decision-Making Authority:** Independently makes decisions, with guidance from the Associate Director, Annual Giving, about prospect strategies, location and event strategies for engagement, working collaboratively with Advancement team members.
- **Physical and Sensory Demands**: Minimal demands typical of a senior administrative position operating within an office environment. Anticipate travel within South Western Ontario and possibly throughout Canada.
- **Working Environment:** Minimal exposure to disagreeable conditions; deadline pressures with demand for thoroughness and accuracy typical of program administration responsibilities.