

## Job Description



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| <b>Job Title:</b>      | Director, Development – Leadership and Major Giving   |
| <b>Department:</b>     | Office of Advancement   |
| <b>Reports To:</b>     | Associate Vice-President, Development   |
| <b>Jobs Reporting:</b> | Development Officers – LAG and Major Gifts<br>Associate Director, Development, Athletics (co-report to Athletics)<br>Athletics Advancement Coordinator (co-report to Athletics)<br>Library Development Officer (co-report to Library)<br>CEE Development Officer (co-report to CEE) |
| <b>Salary Grade:</b>   | USG 14  |
| <b>Effective Date:</b> | March 2020  |

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### **Primary Purpose**

Accountable to the AVP Development and working closely with other senior leaders, the Director, Development is primarily responsible for all central leadership and major gift development activities. The Director, Development provides leadership in developing and evaluating strategic fundraising approaches that complement and enhance programs within the framework of the Office of Advancement and in coordination with the Faculty Advancement teams.

The Director's overall objective is to enhance the fundraising capability and success of the central development team through strategic planning, development and implementation of programs to provide ongoing annual and endowed support to the University. This position works directly with Advancement's senior leadership team to assist them in meeting the University's fundraising goals as they relate to university-wide fundraising priorities, special projects and support for key non-academic campus units. This position also works very closely with the Provost, Associate Provosts and other campus unit partners to support fundraising efforts and co-manage development officers and associate directors for the Library, Athletics and Recreation, CEE and other student-centered initiatives.

### **Key Accountabilities**

#### **Establishes the strategic direction and priority setting for development team activity:**

- Provides oversight to the development of annual strategic plans across the development unit, including projections regarding dollars raised, visits, stewardship activities, and other performance metrics that may be developed
- Monitors and evaluates the program effectiveness against priorities and performance targets; effects changes required for improvement
- Analyzes and interprets philanthropic trends and Waterloo's fundraising performance and applies it to fundraising strategy
- Develops and maintains a good working knowledge of the University's activities and priority projects
- Develops and implements fundraising strategies for University priorities in consultation with colleagues across campus
- Facilitates the design and implementation of a comprehensive long-range strategic plan for the development team and works with Director, Principal Gifts to integrate pipeline development efforts.

#### **Fundraising and Donor Relations:**

- Assumes primary responsibility for a portfolio of major gift prospects and donors, develops and implements tailored action plans, solicitation strategies and proposals for each prospect.

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- Makes face-to-face calls both with and without key volunteers and University leaders including the President, Provost, Vice President Advancement, AVPs, Associate Provosts and others
- 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
- Establishes and monitors donor recognition and acknowledgement within Advancement guidelines
- Builds/reinforces base and pipeline for major and principal gift prospects collaboratively with colleagues across central and faculty-based advancement teams

### **Responsible for development program implementation and oversight:**

- Develops strategies to encourage broad-based or pan-university giving to the university from multiple constituencies, as well as development of the leadership and major giving pipeline in a highly collaborative and consultative environment across the campus
- Ensures that effective and targeted stewardship and donor relations strategies are implemented including the development of event-based opportunities and communication vehicles
- Provides oversight of emerging major gift fundraising priorities as the Campaign develops, working closely with the Campaign Director and under the guidance of the AVP Development
- Provides oversight and direction to the Associate Directors and Development Officers for Athletics, Student Services, CEE, Library and other non-academic units to determine fundraising priorities and monitor pipeline activity, metrics and results
- Provides direction to the Associate Director and Development officers and team to ensure that appropriate strategies and resources are utilized to continue to grow an expanding base of support for pan-university priorities,
- Provides direction to the Development Coordinator for administrative support of the entire team
- Provides leadership and sets priorities for sponsorship within the development portfolios
- Accountable for the assigned operating budget

### **Management:**

- Assumes direct management, supervisory responsibilities and establishes priorities for development team members as the team grows to meet the needs of the university
- Leads the development and implementation of a multi-year plan to build the university's donor pipeline, with particular attention to capacity within the development unit, to include goal setting, budgeting and resource plans in support of overall objectives
- Assists in the development, implementation and evaluation of operating procedures and policies related to the efficient and effective operation of the development team
- Directs management activities and special projects; ensures resources are in place for mentorship, training and professional development of development team members

### **Establishing and maintaining collaborative relationships:**

- Encourages close collaboration and sharing of knowledge and expertise between colleagues in central Office of Advancement, the Faculties/University Colleges Advancement teams and other University business units
- Serves as the Development expert on special project teams and task forces, as appropriate, in addition to serving as the key contact for specific on-campus units (i.e. AFIW)
- Develops strategies and conducts personal visits to qualify, cultivate, solicit and steward an assigned pool of prospects primarily at the major gift level.

*\*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

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| <b>Education</b> <ul style="list-style-type: none"><li>• Completion of a Bachelor's degree</li><li>• CFRE certification and an advanced degree would be an asset</li></ul>  |
| <b>Experience</b> <ul style="list-style-type: none"><li>• 8 + years of progressive fundraising experience with a proven track record of achievement and success.</li></ul>  |
| <b>Knowledge/Skills/Abilities</b> <ul style="list-style-type: none"><li>• 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.</li><li>• 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 Waterloo fundraising team, the Vice-President, the Provost and Vice Provosts, faculty members, deans and senior administration and staff of other university business units.</li><li>• A working knowledge of the university environment is a definite asset.</li><li>• Intermediate skills in Microsoft Office suite</li><li>• Intermediate skills in Fundraising CRM, Raisers Edge</li></ul> |

### Nature and Scope

- **Contacts:** Internally, communicates with all faculty and staff in all groups and departments and at all levels to deal with, influence and motivate others, and to promote, justify and settle highly sensitive matters related to implementing development team strategies. Significant External Relationships Prospects and donors for qualification, cultivation, solicitation and stewardship purposes including alumni, parents, high net worth individuals, friends, executives in corporations, associations, community or government organizations, volunteers, research partners, Co-operative Education partners, external community representatives.
- **Level of Responsibility:** The Director is responsible for advising, supporting and assisting the VP Advancement and AVP Development and ensuring that the University's fundraising goals are met. The Director is responsible and accountable for the overall results of the central development team as well as their own fundraising portfolio.
- **Decision-Making Authority:** The Director works with confidential and sensitive issues relating to the donor's philanthropy. The impact of decisions of the incumbent will have significant effect on the fundraising program and the University. The Director makes decisions on the call strategy and follow up activity of some prospects and donors and fundraising programs within the development team.
- **Physical and Sensory Demands:** Minimal physical demands typical of an office environment and the demands related to periodic travel.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a Director position exposed to stress and pressure associated with senior level responsibilities. The Director requires an ability to work under pressure, juggle multiple timelines, negotiate with donors, mediate among staff and faculty, interact with a diverse client base including other members of the Waterloo fundraising team, university vice-presidents, faculty members, deans and senior administration and staff of other university business units. Work outside the normal operating hours of the University can be expected in this role.