

## Job Description



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<b>Job Title:</b>	Advancement Manager
<b>Department:</b>	School of Architecture
<b>Reports To:</b>	Director, School of Architecture (direct) Director, Development & Alumni Relations (indirect)
<b>Jobs Reporting:</b>	Multimedia Specialist
<b>Salary Grade:</b>	USG 9/10
<b>Effective Date:</b>	March 2020

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### **Primary Purpose**

Accountable to the Director, School of Architecture and with direction from the Director, Development & Alumni Relations, the Advancement Manager is responsible for creating, implementing and evaluating a comprehensive advancement plan to further strategic goals and raise the profile of the School of Architecture across campus and externally. Working in close collaboration with the Engineering Advancement team, the Advancement Manager will develop, produce and execute communication materials, strategic advancement initiatives and engagement events directed to local, national and international audiences and stakeholders, which includes: alumni, prospective donors, prospective sponsors and related professional associations.

### **Key Accountabilities**

#### **Advancement and Alumni/Community Engagement**

- Participates in the development and implementation of a strategic advancement plan for the School of Architecture, implementing ideas and strategies for alumni engagement and fundraising activities.
- Work with Director and the Engineering Advancement team to consult and develop effective advancement programs and to establish funding priorities.
- Develop and maintain a good working knowledge of the School's activities, priorities and needs in both teaching and research and a thorough working knowledge of priority fundraising projects
- Identify, recruit and manage volunteers (faculty, alumni, corporate volunteers, UW friends and staff) for the purpose of supporting School of Architecture goals including fundraising projects and School programs as required.

#### **Communications**

- Lead the development and implementation of an effective internal communications plan to foster increased information sharing among faculty, staff, students, sessional instructors and main campus partners.
- Work with the Director to develop a strategic communication plan for external audiences to enhance the profile, image and reputation of the School.
- Research, write, edit and design compelling copy for marketing, website and advancement materials that support strategic initiatives.
- Manage all marketing projects (eg. Annual brochures), driven by the University and Faculty, and work collaboratively with internal partners eg. Creative Services, Engineering Advancement Office etc. for content and graphics representative of the School of Architecture identity and strategic vision.

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- Contribute to the development and management of the School's brand and visual identity and ensure consistency of this identity in logos, graphic elements, and in all aspects of communication medias.
- Establish a social media strategy for meaningful, strategic presence on various social platforms (Instagram, Facebook, web etc.) to enhance the School's online presence.
- Drive content and consistent messaging for School of Architecture website and ensure relevant content is maintained.
- Support and execute communication and marketing materials for recruitment, School of Architecture, alumni and advancement events.

### **Relationship Building**

- Work with Director to initiate, coordinate and manage community relationships including alumni, donors, sponsors, service and community groups.
- Create and execute opportunities for alumni to remain connected to the School through various initiatives.
- Represent the School of Architecture at Professional and industry events as a means to connect with alumni and engage with potential donors and sponsors.
- Collaborate and work with current students on various initiatives that will strengthen the ongoing affinity of students to the School.
- Manage gift/sponsorship acknowledgement and donor recognition processes on behalf of the Director.
- Liaise with Engineering Advancement for ideas, resources and collaboration on alumni events, publications etc.

### **Sponsorship Development**

- Develop and implement both a suite of assets and sponsorship platform for industry/professional sponsors
- Manage all industry sponsors and stakeholders including collaborating with development staff to solicit and develop new sponsorship opportunities for the School.
- Support Director in establishing terms of sponsorships and implementing such terms as directed.
- Proactively develop and maintain trustworthy, productive, problem-solving working relationships with sponsor contacts, provide summary reports as required to all sponsors.
- Liaise with Engineering Advancement team to ensure all sponsorship or gift agreement terms are in place and follow UW Gift acceptance guidelines.

### **Leadership**

- Oversees and provides leadership to the Multimedia Specialist. Motivates by providing leadership, priority setting and management direction for this position and ensuring this position is actively engaged in the overall goals and vision of the School.
- Work collaboratively with faculty, staff, and students at the School of Architecture to ensure strategic vision and communication strategy are well known and there is engagement amongst all internal stakeholders.
- Participate and support School of Architecture initiatives and events as required.
- Represent the School of Architecture on various Faculty of Engineering Committees and University level committees as appropriate.

*\*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**

• Bachelor's degree in English, Communications, Marketing, Journalism, Public Relations or related field. Equivalent combination of education and experience may be considered.

### **Experience**

- 3-5+ years' experience in an advancement role, with a strong track record of relationship building. Experience in a post-secondary institution or professional field with a focus on Architecture and design is a strong asset.
- Proven track record of success in an outreach capacity including relationship building, developing and executing advancement and fundraising strategies, strong writing and project management skills.
- Experience in writing and producing diverse publications and other communication deliverables (print and digital) for various audiences.
- Experience building and executing a strategic communication plan including web, print and social media platforms.

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

- Strong project management; attention to detail and time management skills to effectively prioritize multiple demands and work collaboratively with various stakeholders both internally and externally.
- Must have strong leadership, communication (oral and written), presentation, and interpersonal skills.
- Self-motivated, goal-oriented with the ability to think strategically, critically and creatively to drive new initiatives and enhance existing programs to further the strategic goals of the School.
- Results-oriented and creative individual with demonstrated relationship building skills.
- A keen awareness and knowledge of relevant individuals in the professional sector, related associations, community and government is an asset and willingness to acquire such knowledge is a requirement.
- Understanding of communications and advancement in the university environment and an understanding of the School of Architecture and Architecture profession is an asset.
- Demonstrated knowledge of web content and digital tools, social media platforms.
- Excellent writing and communication skills and knowledge of best practices to inform compelling communication pieces.
- Ability to work collaboratively with students, faculty and staff at the School and foster positive, professional relationships with all stakeholders both internally and externally.
- Networking and participation in School events, University events and professional events is a requirement.

## Nature and Scope

- **Contacts: Significant External Relationships** Alumni, industry sponsors and donors, Professional associations, community or government organizations, external community representatives. **Significant internal relationships** Faculty, staff and students in the School of Architecture; Engineering Development and Alumni Affairs Office, Office of Advancement; University Communications; Marketing and Strategic Communications (MSC), Creative Services.
- **Level of Responsibility:** Under the direction of the Director, School of Architecture this position is responsible for creating, implementing and evaluating a comprehensive communication and advancement plan to further strategic goals and raise the profile of the School of Architecture. Provides leadership and coaching to one direct report.
- **Decision-Making Authority:** Must be able to make informed decisions cognizant of broader accountability in a role representative of the School; Ability to take initiative where minimal direction is provided; Be proactive in contributing ideas and solutions to the Director. Receives functional direction from the Director, Development & Alumni Relations and works closely with the Engineering Advancement team.

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- **Physical and Sensory Demands:** No significant physical risks. Minimal exposure to disagreeable conditions typical of an administrative position.
  - **Working Environment:** Office based environment. Travel: Occasional travel required Working Hours: Regular working hours, some evening/weekend work required.