Job Description

Job Title:	Associate Director, Campaign Operations
Department:	Office of Advancement
Reports To:	Associate Vice-President, Development Programs
Jobs Reporting:	None
Salary Grade:	USG 12
Effective Date:	May 2024

Primary Purpose

Reporting to the Associate Vice-President, Development Programs, the Associate Director, Campaign Operations will be highly engaged in all aspects of campaign. Working closely with the Advancement Senior leadership team, the incumbent will oversee the project management of key campaign initiatives to ensure effective development, execution, and momentum.

The Associate Director, Campaign Operations will have a leadership role in ensuring effective campaign communication and coordination across units, fostering a cohesive campaign and furthering the One-Advancement team model. Working closely with and serving as a main point of contact with the campaign volunteers and internal campaign working groups, the incumbent will provide the administrative and operational support required to ensure productive and coordinated campaign efforts among these groups.
This position provides leadership, project management and support on campaign special projects and strategic initiatives. The Director develops and implements short- and long-term plans and ensures effective delivery of service to high priority stakeholders internal and external to the University.

Key Accountabilities

Campaign Strategic Initiatives, Project Management and Reporting

- Works closely with the Vice-President, Advancement, AVP Development Programs, Advancement Executive Leadership team and other leaders across the university to mobilize and keep track of strategic campaign initiatives.
- Serves as project manager for key campaign deliverables, establishing and monitoring project schedules and timelines, work back plans and collaborating with colleagues across the organization to move campaign strategic initiatives forward
- Conducts in-depth research and analysis in support of campaign initiatives, ensuring active participation of and collaboration with key stakeholders including Advancement-wide leadership
- Develops process(es) to monitor, interpret and present key campaign milestones. Works with colleagues across Advancement to determine reporting needs and ensure reporting capacity.
- Accountable for timely completion of objectives, while flagging and managing risks that may jeopardize success of the outcomes.
- Provides advice, critical analysis and reporting to the Associate Vice-President, Development Programs, senior administration and internal/external stakeholders on matters related to campaign
- Undertakes special initiatives and projects as determined by the AVP, being sure to liaise and coordinate with stakeholders to ensure roles are clear and actions are executed effectively
- Provides project management support and contributes to the planning and execution of campaign related events, as required.

Administrative Leadership

- Develops meeting agendas for meetings initiated through the AVP, collaborating with others

on pre-reads and related materials as required
- Oversees the timetable and preparation of key documents and follow-up required for the Campaign Cabinet, Campaign Working Group, Campaign Advancement Leadership team and other campaign committees / meetings as they emerge.
- Creates and executes project plans and revises as needed to meet the changing needs and requirements of campaign initiatives, always ensuring that roles are clear, and actions are executed effectively
- Maintains, adjusting as required, all project timelines, milestones and deliverables using appropriate methodologies and techniques
- Develops mechanisms for tracking project progress and provides regular reports to stakeholders in a variety of mediums – i.e., presentations, concept papers, memos and email
- Develops, proposes, and manages budgets as required and prepares expenses as required
- Ensures that the AVP and team members are fully informed about emerging issues of importance/sensitivity, particularly with regard to campaign
- Ensures the AVP receives important documents, strategic reports, and prepares the same as required
- Attends meetings with or on behalf of the AVP to ensure that appropriate follow-up occurs and that the AVP is briefed on issues and outcomes
- Undertakes research and analysis to assist the AVP with correspondence, reports, procedure documents and presentations

Communication

- Communicates on behalf of the AVP, Development Programs with various colleagues across the university and external volunteers and donors as required
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- In collaboration with the AVP, Development Programs and the Director, Marketing & Communications, helps ensure regular, timely and effective campaign communications within Advancement and across the organization.
- Support and/ or lead in the collection, development and coordination of campaign planning resources and materials as required
- Integrate unit level reports into university wide campaign reports as required

Relationship Management & Volunteer Management

- Presents the university and Advancement with a high degree of professionalism with external volunteers, donors, and champions.
- Works closely with campaign volunteer leadership, providing high level organization and support to ensure a positive and productive volunteer experience, and provides a high degree of customer service.
- Supports the onboarding of campaign volunteers
- Maintains a strong knowledge base of current Advancement programs, policies, resources, and services, developing strong relationships with senior leadership to effectively liaise, anticipate issues and identify opportunities, particularly in relation to campaign
- Works collaboratively and consultatively with the senior administrative leaders across the university in support of a wide variety of campaign activities and projects
- Develops positive working relationships and works closely with colleagues within Advancement and across the organization to foster a cohesive campaign and further the One-Advancement team model.

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 or experience
- Project management certification an asset

Experience

- Considerable administrative experience (5-7 years) implementing innovative administrative processes with the ability to provide strategic, administrative, and operational management at a senior level in a large institution or corporation.
- Experience working with fundraising campaigns a requirement. Experience doing so in an academic environment an asset. Direct major gift fundraising experience also an asset.
- Experience working with and leading volunteers.
- Experience with process and project development with an eye to continuous improvement after implementation
- Ability to quickly assimilate information, analyze data and be able to provide advice, guidance and to make sound decisions

- Proven experience providing communication and project management support and leadership in progressive roles
- Experience in fundraising or donor relations roles – drafting proposals, gift agreements and donor reports an asset
- Must demonstrate outstanding leadership and management skills and be an accomplished problem solver, demonstrating the ability to make independent decisions
- Proven experience in collating and analyzing qualitative and quantitative data and information in order to draft reports, provide briefing materials and recommendations to a range of audiences including senior leadership

Knowledge/Skills/Abilities

- Must be confident, organized, and an accomplished problem solver. Tact, judgment, and diplomacy are essential.
- Ability to think and act strategically, creatively, and dynamically in a high-pressure work environment.
- Must be able to quickly assimilate information, analyze data and be able to provide strategic advice, guidance, and decisions on behalf of the Office of the Vice-President.
- Skilled at strategic thinking/planning and organization with strong analytical skills
- Highly developed people management and leadership skills with the demonstrated ability to develop and support a professional, service, and continuous improvement focused workplace culture.
- Strong project management skills and demonstrated ability to manage multiple varied matters, conflicting priorities, and competing deadlines utilizing outstanding organizational, analytical, and problem-solving skills, exceptional time-management skills, and meticulous attention to detail
- Verbal and written communication skills and an ability to clearly express ideas in an objective and discretionary manner
- Demonstrated competency and ability to take initiative, to work independently, and follow through on work assignments within tight timeframes
- Proven ability to build strong relationships and influence individuals at all levels of an organization, as well as external constituents.
- Collaborative team player comfortable executing and taking constructive input from multiple sources
- High ethical standards with a strong commitment to maintain confidentiality and treat sensitive information with discretion
- Reflect a positive attitude by engaging, listening, and seeking to understand the needs of all stakeholders
- Demonstrate flexibility and adapt readily and effectively to changing and urgent demands
- Strong technical aptitude and proficiency in a Microsoft Office Environment

Nature and Scope

- **Contacts:** Internally – communicates with staff and senior leadership in Advancement and across campus to build constructive, collaborative, and strategic relationships that will move Advancement's goals forward. Must be able to influence and motivate others and to deal with matters important to the University. Externally, this position will have contact with donors, alumni, and suppliers.
- **Level of Responsibility:** Reports directly to the AVP Development Programs and has a significant level of responsibility and accountability to support the priorities of the AVP Development Programs, particularly related to campaign. High-level oversight and organizational responsibility for discussions and events; integral involvement in strategizing on issues of utmost importance to the Institution. More generally, contributing in a professional and timely manner to the management of a multitude of issues in a fast-paced, multifaceted environment. Often manages highly confidential issues for the AVP.

- **Decision-Making Authority:** Works with confidential and sensitive issues on behalf of the AVP. The role has a mix of defined, specialized, routine, and non-routine tasks and requires sound judgment, tact, and discretion in managing and fulfilling these responsibilities. Must be capable of making decisions independently and knowing when to escalate matters to the AVP or designate, and of contributing positively and creatively to discussions around strategic decisions to be made by the AVP. Supports the decisions regarding the internal messaging and communications being delivered from the AVP.
- **Physical and Sensory Demands**: Minimal demands typical of a position operating within an office environment. The position requires outstanding customer service, sound judgment, a strong work ethic, ability to work under challenging time constraints and competing priorities.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of an administrative position exposed to stress and pressure associated with senior level responsibilities.