Job Description

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| **Job Title:** | Associate Director, Alumni and Donor Experience |
| **Department:** | Office of Advancement |
| **Reports To**: | AVP, Engagement |
| **Jobs Reporting:** | Development Officers |
| **Salary Grade:** | USG 12 |
| **Effective Date:** | January 2026 |

## Primary Purpose

The Associate Director, Alumni and Donor Experience, is responsible for developing and implementing an integrated strategy for the university's alumni and giving programs. The goal of this activity is to ensure a strong foundation of donors and philanthropic dollars raised at this level for the University of Waterloo. The Associate Director, Alumni and Donor Experience has a critical role to play in developing and evaluating strategies to encourage engagement from important constituencies including alumni, students, parents, staff, faculty, retirees and friends. The Associate Director must work cooperatively with colleagues across Advancement and with numerous stakeholders across campus to ensure that programs are implemented successfully.

## Key Accountabilities

**Fundraising and Program Development**

- Formulates, recommends, and implements qualification, cultivation, solicitation, and stewardship strategies to secure gifts from current donors, alumni, faculty, staff, retirees, and friends.
- Achieves a high volume of donor contact annually as determined by performance metrics.
- Utilizes digital engagement tools through automated touchpoints (videos, emails, texts, etc.) to maintain engagement with all donors.
- Develops and implements engagement strategies for alumni and donors between the $0 and $24,999 range by utilizing telephone, direct mail, and electronic solicitations of select financial and engagement appeals
- Strategically identifies prospective donors to move through Annual Giving pipeline to Circle level, and from Circle to Leadership; develops and implements strategies to improve donor renewal and reduce donor attrition and default rates

**Relationship Management and Collaboration**

- Leads the Alumni and Donor Experience team in working closely and cooperatively with Faculty, AFIW and ASU advancement teams, Marcomm, and the rest of the Engagement team including Planned Giving, Alumni Relations, and Annual Giving to ensure cross-program coordination and effectiveness
- Collaborates with the Annual Giving team to ensure that ADX programs are properly integrated with annual giving appeals and broader pipeline development strategies and activities
- Ensures regular, open communication with the Advancement Services team with respect to internal processes and data issues to ensure the smooth operation of all annual giving programs
- Assists with volunteer management strategies and management of key volunteer relationships
- Will personally manage and solicit a select group of prospects and donors
- Prepares contact notes for prospect tracking and clearance systems

**Management**

- Recruits, trains, manages and evaluates permanent and temporary team members
- Develops, manages and monitors an annual budget in collaboration with the AVP, Engagement
- Will

**Other**

- Special projects
- Serves as ADX advocate during software migrations/launches, including new customer relationship management (CRM) software
- Researches best practice and innovation in fundraising programs, platforms and strategies
- Will have a combination of a frontline portfolio and a management portfolio
- Other duties as assigned
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## Required Qualifications

**Education**

- University degree or equivalent combination of education and/or experience

**Experience**

- 5+ years of experience in annual fundraising, telemarketing, frontline fundraising and volunteer management in a complex environment
- Demonstrated management/supervisory experience in an Alumni Relations/Fundraising environment including the recruitment, training and motivation of staff
- Experience in developing strategic plans, gaining endorsement of plans from various stakeholders, and providing evaluative reports and recommendations to drive strategy
- Experience collaborating with diverse teams, preferably in a decentralized organization and influencing project outcomes without direct supervisory experience
- Experience with frontline fundraising is an asset

**Knowledge/Skills/Abilities**

- Demonstrated planning, teamwork and project management abilities
- Excellent interpersonal, communication, and problem-solving skills
- Sound judgment, tact, and diplomacy is essential
- Familiarity with various gift types and vehicles
- High degree of personal initiative and motivation
- Knowledge of alumni engagement strategies, trends, and best-practices
- Willingness to travel; work some evenings and weekends during peak periods
- Proficiency working with complex relational databases, familiarity with alumni and donor databases an asset (e.g. Raiser's Edge, Blackbaud CRM, iModules Encompass)
- The ability to be a self-starter and calculated risk taker is necessary
- Resourceful and independent while remaining comfortable working within the framework of a team-oriented environment
- A flexible schedule which allows for occasional after-hours events and meetings

## Nature and Scope

- **Contacts:** Communicates regularly with stakeholders across campus from all levels of the institution, representing the department with strong interpersonal skills and an eye for detail. Works to motivate others, direct strategy, and to promote, justify and settle highly sensitive matters. Participates and/or leads meetings with external corporate partners in order to fully develop and maximize strategy. Works in particularly close partnership with University Relations, Co-operative Education and Career Services, the Office of Research, the Office of the Associate Provost, Students and associated units,

the Office of the Registrar and Student Awards and Financial Aid. Significant external relationships include alumni, parents, friends of the University, corporations, and external vendors.

- **Level of Responsibility:** Manages or provides functional direction to development officers, co-op students and other staff in developing and implementing a variety of special appeals. Identifies, recruits, advises and manages volunteers (alumni, students, faculty, staff, parents and retirees) for various fundraising projects. Influences decision making on fundraising strategy, directs strategy for implementation with various staff and senior leaders.
- **Decision-Making Authority:** The Associate Director works with confidential and sensitive issues relating to the donor's philanthropy. The incumbent leads strategy development that impacts the base of the donor pipeline, providing the foundation for future success of other fundraising teams. The impact of decisions of the incumbent will have significant effect on the fundraising program and the University.
- **Physical and Sensory Demands**: There is a frequent need to give close attention to various stimuli such as written material and information given verbally to co-workers. The work is varied. There are deadline pressures, while at the same time there is a demand for thoroughness and accuracy. Recommend program modifications when necessary; determine task priority in a multi-tasking, deadline-oriented environment. Minimal physical demands typical of an office environment and the demands related to occasional travel on and off campus.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of an Associate Director position exposed to stress and pressure associated with senior level responsibilities. The Associate Director requires an ability to work under pressure, juggle multiple deadlines, interact with a diverse client base. The Associate Director, Annual Giving will be required to work some evening and weekend hours.

**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.*