



Associate Director of Advancement **Golisano Children's Hospital**

General Purpose

The Associate Director reports to the Assistant Vice President for Golisano Children's Hospital and is responsible for managing a portfolio of prospects and soliciting and closing George Eastman Circle gifts and to building the pipeline of major gifts prospects. The Associate Director will work both independently and in concert with University Advancement colleagues, Golisano Children's Hospital faculty and staff, and volunteers to strategize, solicit and steward gifts from individuals and corporations.

The Associate Director will bring the following qualities to his/her role:

- Bring energy, enthusiasm and strategy to his/her daily activities.
- Provide exceptional service to all and be committed to excellence in everything he/she does.
- Focus on his/her goals, work with top prospects, overcome obstacles, ask often and well, utilize three-part giving, see things thru to completion, and never give up.
- Be donor centric by listening to donor's interests and motivations, understand the donors' values, be personal in non-personal world, and provide extraordinary stewardship by demonstrating impact.
- Find many different avenues to engage the prospect or donor, create relationships to the institution, and build lasting relationships based on trust.
- Motivate others to act, include others (academic leaders, development colleagues and volunteers) in their success, and contribute to a team environment.

Principal Duties

Under the direction of the Assistant Vice President, the Associate Director will:

90% Fundraising:

- Manage a portfolio of 120 prospects and donors for Golisano Children's Hospital to maximize their philanthropic contributions; annually make approximately 125 visits, including 50 qualification visits and 48 GEC solicitations and closing 20 or more GEC gifts. Appropriately stewards GEC donors and identifies those that should be moved into the major gifts pipeline. Work closely with AVP to identify and solicit 10 major gifts and close 5.
 - (35%) GEC & Special Gifts/Annual Fund Liaison

- (25%) Major Gift, Programmatic & Capital Campaign
- (20%) Salons/Dinners/Lunches & Tours/Mini Med-School
- (15%) Corporate Campaign
- (5%) Stewardship

Additionally:

- Develop written strategies, documented in Oasis, for each assigned prospect, ensuring information is up-to-date, especially proposals. Assists in preparing progress reports toward operational plan objectives.
- Build strong relationships with physicians and faculty.

10% Other Duties:

- Other duties as required by the Assistant Vice President.

Requirements:

The incumbent must have a bachelor's degree. He/She should have approximately 3-5 years of fundraising experience. Candidates with transferrable skills will be considered.

Skills:

Requires a high energy level and a talent to motivate others. The ability to handle confidential matters is essential as is an orientation that focuses on results and the necessary planning for short- and long-term success. Flexibility, the ability to work as part of a team and a sense of humor are essential.

The job description entails building new programs in the first year ~ Corporate Campaign and the Salons & Mini Med-School ~ and more focus will be needed on those areas initially to get them built and running properly. Therefore, the following two year plan for GEC & Major Gift activity is recommended:

	Year 1	Year 2
GEC		
Visits	125	150
Solicitations	30	40
Gifts Closed	15	20
Major Gifts		
Visits	20	30
Solicitations	3	5
Gifts Closed	1	2

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