



ASSOCIATE DIRECTOR, GEORGE EASTMAN CIRCLE

Office of Annual Giving Programs

Grade 56

Overview:

The George Eastman Circle is the University-wide, leadership annual giving program for the University of Rochester. The Eastman Circle recognizes donors who make a five-year pledge of \$1,500 or more annually to any of the University's unrestricted annual funds. Members receive special recognition and privileges. Working with an entrepreneurial spirit, we are in the process of building the Eastman Circle regional development team to establish awareness, solicit membership gifts, and cultivate current members.

Associate Directors are based in Rochester and deployed geographically. They travel extensively to originate prospect/donor activity and to raise annual unrestricted gifts from a broad spectrum of university constituents. Associate Directors work cooperatively with colleagues in schools and units. They carry a portfolio of approximately 225 qualified Eastman Circle prospects and make a minimum of 200 face-to-face visits per year.

The position reports to the George Eastman Circle Regional Director and has a designated administrative staff person supporting him or her as part of the regional officer team.

Principal Duties:

With broad latitude for independent judgment, and in coordination with the George Eastman Circle Regional Director, the Associate Director will:

- 70% (20%) Effectively manage an Eastman Circle prospect solicitation pipeline. (20%) Initiate and/or strengthen relationships with annual giving prospects; create strategies for and solicit donors capable of contributing gifts of \$1,500 to \$50,000 each year for five years. (20%) Initial work will likely involve a high number of identification and qualification visits, as well as lower dollar amount annual fund solicitations. (10%) Efficiently plan productive travel.
- 15% Continuing training and professional development including updating of "product knowledge" by regular meetings with unit-based colleagues, faculty and staff; training on UR Advancement protocols and procedures; technical training on Advancement's prospect management system; honing of professional skills through seminars, conferences, training and individual mentoring.

- 10% Either individually or in cooperation with support staff, continuously update the prospect management database with information related to donor strategies, contacts and results.
- 5% Other duties as required by the Eastman Circle Regional Director or the Executive Director of Annual Giving Programs.

Qualifications:

- A track record of success in individual annual gift fundraising or in a sales position outside higher education. Proven ability to “close sales.”
- Excellent time/territory management skills. Preference for individuals who have worked in a regionally assigned office and have experience with, and a passion for, working “on the road.”
- Broad knowledge of the principles of fundraising – able to participate in all aspects of the gift cycle: (1) to initiate contacts with potential donors; (2) to develop appropriate cultivation strategies for them, including working with volunteers and senior university administrators; (3) to move potential donors in an appropriate and timely fashion toward solicitation and closure; (4) to make solicitations when appropriate; (5) to maintain stewardship contacts with donors.
- For candidates without non-profit experience, a proven ability to learn new skills and apply them in a new environment.
- General knowledge of tax laws that impact charitable giving, personal assets and estates, or the willingness to learn.
- Bachelor’s degree is required.

Skills and Abilities:

- Superb oral, written and interpersonal skills required
- Excellent time management and organizational skills
- Solid relationship-building skills, able to interface with alumni, donors, volunteers, leading faculty, administrators and trustees
- A strong desire to “sell and close.”
- Ability to work collegially within Advancement and across all UR units
- In consultation with the George Eastman Circle Regional Director, make one or two multi-day trips per month sufficient to meet the goal of 200 face-to-face visits per year
- Ability to effectively close gifts.
- Strong computer skills including Microsoft Office Word & Excel and Internet research capabilities

Other Characteristics:

- Personal belief in mission, goals and objectives of private higher education
- Integrity
- Self Motivated
- Sophisticated
- Passionate about and committed to producing activity and dollar results
- Respectful, kind
- Creative

- Persistent
- Optimistic and positive
- Attentive to detail
- Enthusiastic and high energy
- Tech savvy
- Sense of humor
- Credible/trustworthy
- Excellent listening skills
- Socially and politically savvy
- Desire to have fun while working in an environment of intelligent, highly motivated people
- Interest in “changing the world”

*For further information please contact Kimberley Goetz
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