



**ASSOCIATE DIRECTOR, Reunion Giving Programs**  
**Office of Annual Giving Programs**  
**Grade 56**

The University of Rochester, one of the nation's top private research universities, is building a national caliber advancement program to successfully complete the largest campaign in the University's history. We are seeking advancement professionals who have a passion for excellence to join our exciting and growing advancement team.

**Position Overview:**

As a member of the Annual Fund staff in the Office of Advancement, the Associate Director of Reunion Giving will work within a team environment towards the successful implementation of the Reunion Giving Program at the University of Rochester. This position will report to the Director of Reunion Giving Programs and work across the diverse matrix of advancement functions to plan and execute Reunion Class Giving Campaigns for the School of Medicine and Dentistry.

**Responsibilities:**

**50% Prospect Management**

- (10%) Research class lists and identify best prospects for Reunion volunteer positions and leadership solicitations. Develop an expert understanding of the culture, relationships and intricacies of each Reunion class assigned.
- (15%) Through regular meetings and communication with Advancement colleagues in The School of Medicine and Dentistry, Leadership Gifts, Major Gifts and George Eastman Circle, create strategies and partnerships to insure the appropriate solicitations of donors capable of contributing gifts of \$1,500 annually to \$1,000,000 take place during the Reunion year timeframe.
- (25%) National travel is required for visits with alumni for the purposes of Reunion leadership volunteer recruitment, as well as identification, qualification and solicitation of Reunion year alumni.

**40% Reunion Giving Class Campaign Management**

- (15%) Develop fundraising goals and strategies to meet those goals for each class; Actively seek out and develop opportunities for class leadership donors and volunteers to play a larger role in the class gift campaign through peer-to-peer communications, meetings and solicitations.

- (10%) Through meetings and regular communication, develop relationships with SMD/Alumni Relations counterparts to coordinate and integrate the Reunion Gift Campaign strategy into the overall Reunion planning process.
- (10%) Coordinate with colleagues in Annual Giving and Advancement Communications to develop solicitation appeals (direct mail, brochures, emails, phone calls etc.) and web presence for the class gift campaigns.
- (5%) Responsible for operating plans, class giving reports and analysis of campaign performance on a regular basis particularly as it relates to Annual Fund goals.
- 5% Continued training and professional development**  
Update “product knowledge” through 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; Participation in all Annual Giving meetings and activities.
- 5% Perform other duties as assigned** by the Director of Reunion Giving Programs or the Executive Director of Annual Giving Programs. Some weekend and evening activities will be required.

### **Skills and Abilities Desired:**

- Superb oral, written and interpersonal skills required.
- Excellent time management and organizational skills.
- Ability to manage multiple projects simultaneously, working both independently and as a team member.
- Strong relationship-building skills, able to interface with alumni, donors, volunteers, leading faculty, administrators and trustees.
- A strong desire to “sell and close.”
- Ability to travel regularly and to work occasionally on weekends and evenings.
- Ability to work collegially within Advancement and across all University units.
- Sound judgment and experience handling confidential information.
- Ability to effectively solicit and close gifts.
- Strong computer skills including Microsoft Office Word & Excel and Internet research capabilities.

### **Qualifications Desired:**

- A demonstrated commitment to higher education and the ability to articulate a persuasive case for annual, unrestricted support of the University.
- Exceptional ability to think strategically and analytically.
- Strong initiative, creativity, and attention to detail.

- High energy level, sense of humor, enthusiasm, and flexibility.
- Knowledge of the University of Rochester.
- Bachelor's degree and at least 4-6 years of relevant experience is required.

*For further information please contact Kimberley Goetz  
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