



**ASSISTANT DIRECTOR OF ADVANCEMENT
VISITING NURSE SERVICE
University of Rochester Medical Center Advancement
Grade 55**

Position Description

The Assistant Director of Advancement reports to the Director of Advancement for Visiting Nurse Service (VNS) and is responsible for planning, budgeting and implementing programs that cultivate and raise funds for VNS. The position supports the fundraising and community relations activities of VNS clients, family, friends, staff, and cultivation and stewardship of gifts to VNS from corporations and foundations. The Assistant 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.

Specific Responsibilities

With latitude for independent judgment, actively works with the Director to engage community members and other prospects of the Visiting Nurse Service. Responsibilities include but are not limited to:

(E25%) Coordinates large mailings with the Annual Fund office. Work closely with the Advancement Annual Fund Office to develop appropriate messaging, mail annual fund solicitation pieces and market giving priorities. He/she will assist the VNS accounting office on VNS gift inquiries, audit inquiries and deposits. He/she will assist in maintaining necessary departmental accounting records throughout the year.

(E25%) Plans and executes special events programs, including ticketing, securing locations, catering, entertainment, invitations, volunteers, and post event reports and stewardship. Works directly with the VNS PR department to insure timely event publicity for events.

(E15%) Writes grants as per direction of development director. Tracks grant and major gift activity and stewards grants and major gifts through the preparation of financial, narrative, and stewardship reports.

(E10%) Manage process and completion of gift input forms, gift input procedures, contact reports, and acknowledgment letters in a timely fashion by URM and VNS staff. Work closely with University Gift Office for acknowledgment of direct mail and memorial gifts. Works closely with University Advancement Services and the Oasis program to ensure accuracy of donor records and gift history. Researches and compiles information on grateful patients and donors for publications, reports and correspondence.

(E10%) Stewards Building Business Partners, growing new business relationships and enhancing return on investment for both VNS and partners.

(E5%) Solicits gifts from VNS staff. Responsible for overall management of the staff solicitation including writing and mailing the annual letter, drafting periodic reports, generating opportunities for internal staff donor recognition.

(E5%) Assists the VNS marketing department in the production of Vital Lines. Act as department representative in the mailing of this quarterly publication. Assist in obtaining patient related stories, generating additional materials to be included in this publication. He/she will also be responsible for drafting all event related articles in our internal publications.

(E5%) Manages all department volunteers and interns. Other development duties as assigned.

Basic Requirements

The Assistant Director must have a Bachelor's degree and 3-5 years of development or alumni relations experience at a university or college. Candidates with transferable skills will be considered.

January 2012

If interested in applying for this position, please apply on line at the UR job site, HRMS

*For further information please contact Kimberley Goetz
email: kim.goetz@rochester.edu
University of Rochester is an Equal Opportunity Employer*