

**Sr. Director of URMC Constituent Engagement**  
University of Rochester  
Medical Center Advancement  
Grade 58

General Purpose

The Sr. Director of URMC Constituent Engagement at the University of Rochester Medical Center reports to the Executive Director of URMC Constituent Engagement. The Sr. Director is charged with creating engagement and outreach programs for all URMC constituencies. The Sr. Director develops, manages, and reports on event and volunteer activities, especially as they relate to the SMD National Council, URMC Board, and other URMC advisory boards. The Sr. Director will develop engagement strategies for all constituencies while insuring coverage for all URMC priority programs. Acts as liaison with URMC leadership, central Advancement colleagues, and URMC Advancement leadership and programs.

The Sr. Director will oversee a staff of four direct reports of Sr. Assoc. Director, Associate Director, Assistant Director, and one Program Assistant.

Duties and Responsibilities

With broad latitude for independent judgment and executive guidance:

**(55%) URMC Constituent Engagement and Events**

- Provide oversight for strategic event planning by involving the proper constituents and targeting URMC priority programs to best showcase URMC and engage the appropriate audience.
- Supervises the execution of URMC Advancement events and directs the efforts of the URMC Constituent Engagement staff to insure strategically driven events for the purposes of education, stewardship, and cultivation.
- Keep the Sr. AVP of URMC Advancement and Executive Director for URMC Constituent Engagement apprised of requests for events, planning for events and work with volunteer boards through regular meetings and other forms of communication.
- Guide the development of event budgets and insure good utilization of URMC resources.
- Coordinate event publications, videos, and programs with URMC Strategic Initiatives and URMC clinical programs.
- Review event briefings.
- Act as liaison with central Advancement offices on URMC roadshow events.
- Oversee strategic event follow-up in order move event participants into the donor pipeline or into roles that will continue to foster a lasting relationship with key prospects and donors.

**(25%) URMV Volunteers**

- Manage the creation and staffing of the URMV Campaign Cabinet working closely with the Senior Associate Vice President for Medical Center Advancement, the Executive Director of Constituent Engagement, and the Office of Major Gifts.
- In conjunction with the Senior Associate Vice President for Medical Center Advancement, staff the URMV Campaign Co-Chairs. Through meetings and conversations, work with the appropriate gift officers to advise them on strategic approaches for effective volunteer management.
- Through meetings and conversations, work closely with colleagues in the Office of University Campaigns to ensure appropriate tools and resources are available for Volunteer engagement and staffing.
- Strategically manage nominee pools for URMV Board and Board of Trustees in order to engage more individuals in the top volunteer groups of the medical center and university and establish a clear pipeline for service at the highest level of volunteerism.
- Provide strategic guidance to the Administrator of the Medical Center Board to ensure Advancement is a focus of board meeting agendas and create processes for invitations and communications with the URMV Board. Manage existing and establish new volunteer programs and national advisory boards working closely with Advancement colleagues.
- Develop and direct member recruitment, orientation, activities, definition of council member roles, continuity between and variety among meetings, term assessment, ongoing communication and stewardship for URMV Campaign Cabinet.

**(10%) SMD National Council**

- Through meetings and conversations, work closely with the Senior Associate Vice President for Medical Center Advancement, the Executive Director of Constituent Engagement, the Sr. Asst. Vice President of URMV Academic Programs, the Deans, and the respective Chairs to develop key program strategies for the National Councils for the School of Medicine and Dentistry. Administer the strategy for the National Council member roles, continuity between and variety among Council meetings, assess membership terms, provides ongoing communication and stewardship.

**(5%) Awards**

- Develop concepts and strategies for new awards to recognize top donors and alumni and encourage future philanthropy. Track award inventory and assist with nomination process for school based awards.
- Serve as the URMV representative on the Central Advancement awards committee.

**(5%) Other duties**

- Maintain a broad knowledge of key medical center areas of importance to the engagement of all constituencies. Other duties as assigned by the Executive Director of Constituent Engagement.

#### Qualifications

The Director must have a Bachelor's degree, and 7-8 years of development/alumni relations experience at a university or college or applicable work experience as well as experience working with volunteers/boards. The successful candidate will have excellent interpersonal skills, the ability to work well with the highest level volunteers, knowledge of volunteer management programs, principles, and practices, and the ability to work with colleagues across the Advancement organization. The Director must be flexible and have excellent communication, organizational, and analytical skills.

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