

MAJOR GIFT OFFICER
URMC ACADEMIC PROGRAMS
UNIVERSITY OF ROCHESTER MEDICAL CENTER
Grade 56

The Major Gift Officer, Academic Programs has dual reporting to the Director of Advancement for the School of Nursing (SON) and the Director of Advancement for the Eastman Institute for Oral Health (EIOH) and has fundraising responsibilities within these academic programs.

The Major Gift Officer also is responsible for the coordination of the Annual Fund programs for all three URMCAcademic Programs: SON, EIOH, and the School of Medicine and Dentistry (SMD).

The Major Gift Officer is responsible for identifying, cultivating, soliciting, and stewarding annual gifts, George Eastman Circle memberships, and major gifts from alumni, donors, and prospects with special emphasis on alumni celebrating their Reunions. The Major Gift Officer will work both independently and in concert with University Advancement colleagues, SON & EIOH leadership, faculty and staff, and volunteers to strategize on, solicit, and steward gifts.

The Major Gift Officer will carry a portfolio of approximately 100 prospects, with specific solicitation and dollar goals outlined in annual performance metrics.

Working with the Directors and the University Advancement Annual Fund office, the Major Gift Officer will determine Annual Fund and special project fundraising goals for each program; implement strategies to achieve the goals set for the Annual Fund programs as well as their Reunions (with special attention to dollars raised and alumni participation rate); and manage Reunion Giving prospect pipelines.

Specific Responsibilities:

Fundraising (70%)

In conjunction with the Directors and appropriate Advancement colleagues, the Major Gift Officer develops and implements strategies to identify, cultivate, and solicit annual gifts, George Eastman Circle memberships, and major gifts from alumni, donors, and prospects. Responsibilities include, but are not limited to:

- (20%) Traveling regionally on behalf of SON and EIOH to qualify, cultivate, solicit, and steward alumni, donors, and prospects.
- (20%) Initiating and/or strengthening relationships with SON and EIOH Annual Giving and Reunion prospects to maximize their philanthropic contributions; creating strategies for and soliciting donors capable of contributing gifts to the annual fund and George Eastman Circle, as well as to making major gifts; and actively soliciting Reunion gifts.
- (10%) Maintaining regular contact with alumni, donors, and prospects through visits and correspondence, including participating in Reunion and Alumni Relations events and activities.
- (5%) Actively using OASIS; preparing and recording contact reports following visits and events. Maintaining and developing pipeline with written strategies documented in OASIS, for each assigned prospect, ensuring information is up-to-date. Preparing progress reports toward operational plan objectives.

- (5%) Working with University Advancement staff to review and analyze Annual Fund donors to identify prospects for higher giving levels and reviewing and strategizing with George Eastman Circle and Regional Gift Officers on their SON and EIOH prime assignments to strategize on solicitations for Reunion gifts.
- (5%) Building relationships and working closely with EIOH, SON, and SMD faculty, staff, and alumni volunteers to identify, cultivate, and solicit prospects.
- (5%) Identifying volunteer roles for alumni, donors, and prospects and working with volunteers to identify new prospects for EIOH and SON.

Communications (25%)

- (10%) Working closely with the University Advancement Annual Fund office and Program Directors to ensure appropriate messaging for Annual Fund solicitation pieces, magazine ads, and Reunion Giving materials for URMCA Academic Programs. Reviewing training materials and information for telemarketing program for both Annual Fund and Reunion Giving programs.
- (10%) Helping steward Annual Fund donors through activities such as: preparation of honor roll lists; thank you calling sessions with University Annual Fund office for SMD, SON and EIOH; and coordination of SON and SMD Thank You writing sessions with the students (2-3 times a year).
- (5%) In coordination with Directors, University and URMCA Alumni Relations/Communications, and school-based webmaster, the Associate Director will recommend and oversee enhancements of the Alumni web pages regarding Annual Fund and Reunion programming.

Other Duties as Assigned (5%)

- Due to the fluid nature of Medical Center Advancement's projects and priorities, other assignments arise on a frequent basis. These projects will be assigned on an individual basis, with communication among all URMCA Academic Programs advancement and alumni relations staff, to ensure successful completion.

Requirements:

Bachelor's degree is required, Masters is preferred. Five to seven years of development experience at a university or college, or an equivalent combination of education and experience.

Skills:

- Strong interpersonal skills and evidence of interest in, and ability to, work effectively with volunteers and solicit annual and major gifts.
- Strong capacity for collaboration.
- Intelligence and evidence of ability to work well independently, as well as with Advancement colleagues, faculty, and staff.
- Ability to manage complex projects and to effectively manage detail.
- Solid skills in written and oral communication.
- Excellent computer skills and experience in Microsoft Office software and ability to learn OASIS prospect management system.