

SENIOR DIRECTOR OF ADVANCEMENT
University of Rochester Medical Center

TITLE: SENIOR DIRECTOR OF ADVANCEMENT
Neuromedicine

Reporting to the Associate Vice President of Clinical, Research and Academic Development (AVP), the Sr. Director, Neuromedicine (Sr. Dir.) is responsible for planning and implementing a robust fundraising and relationship-building program for the University of Rochester Medical Center, with an exclusive focus on Neuromedicine, which includes the Del Monte Neuromedicine Institute, Rochester Neurorestorative Institute, Department of Neurology, and Department of Neurosurgery. This position will have programmatic fundraising goals for Neuromedicine in addition to individual fundraising goals. The Sr. Director is a lead fundraiser for the private gifts to support strategic capital, program, and endowment priorities of research and clinical care related to Neuromedicine. The Sr. Dir. will focus on building a robust high-end major gift and leadership annual fund pipeline with a high volume of visits, solicitations and gifts closed, through a portfolio of approximately 100 major gift prospects to cultivate and solicit and will be a role model through his/her activity level with the primary objectives:

- To further strengthen existing relationships between the University and its major donors.
- To establish and strengthen relationships with newly identified major gift donor prospects for the University, specifically Neuromedicine.
- Increase philanthropic support for the University and Medical Center, specifically Neuromedicine.
- Develop and manage an advisory board of volunteers that will be responsible to support through advocacy and philanthropy the mission of the Neuromedicine programs.
- Raise awareness of the superior level of care and expertise offered by UR Medicine.

The Sr. Dir. will need to work collegially with the URMC Patient and Family Giving Program, Medical Center department faculty and chairs, University Advancement Major Gift Officers and the overall medical center advancement team. The Senior Director is expected to be a full and active member of the Major Gift team and of the broader university Advancement team-- participating in strategy and planning, contributing their ideas and counsel particularly as they relate to the assigned medical specialty area of Neuromedicine within the Medical Center. The Sr. Dir. will lead a comprehensive donor relations program to identify, cultivate and solicit major gifts from the grateful patients and/or families treated within the Centers and Departments of Neuromedicine. This position will require roughly 8 trips annually, as well as extensive local travel to assist with related events and interact with prospects. The position will have two direct reports of a Major Gift Officer and a Program Assistant.

Specific Responsibilities:

Under direction from the AVP, and with broad latitude for independent action, the SDOA will:

55% Fundraising

- 25%- Manage a portfolio of 100 of the top prospects and donors for the Del Monte Neuromedicine Institute, Rochester Neurorestorative Institute, and Departments of Neurology and Neurosurgery to maximize their philanthropic contributions.
- 10%- Develop written strategies, documented in Oasis (gift system), for each assigned prospect, ensuring information is up-to-date, especially proposals.
- 10%- Ensure the top 25 donors for the Centers and Departments of Neuromedicine have an updated and personalized stewardship plan and that such plan is implemented.
- 10%- Create a climate for results by setting the pace through his/her own activity
 - Annually make approximately 75 visits;
 - Annually make 20-30 major gift and 30 GEC solicitations;
 - Annually close 8-10 or more major gifts and 10-12 or more GEC gifts.

(20%) Supervision, Leadership and Administrative Management

- Will work closely with the Chairs of the Del Monte Institute and Rochester Neurorestorative Institute, and Department of Neurology and Neurosurgery on all matters relating to fundraising.
- Will work closely with the Chairs of the Centers and Departments of Neuromedicine to set a vision for the Advancement program with a compelling case for support, defining each person's role, and setting clear goals and ensuring they align with the departments, Medical Center and Institutional strategic plans.
- Will manage the Advancement personnel and program budget for the departments, ensuring monthly expenditures are in-line with projections and that year-end total expenses do not exceed budget.
- Will create and regularly update an operational plan, including financial projections and detailed plans that address the departments' and Medical Center Advancement's most important issues; will have a strong understanding of the programs' previous financial results, details behind increased or decreased results for the current fiscal year, and realistic projections for year-end and longer-term results.
- Will be a full partner with University Advancement, including the Principal Gifts program, leveraging their resources and support to achieve the Medical Center and University goals.
- Will partner with the Medical Center's Office of Public Relations to be aware of their work with the department.
- Will seek renewal through process improvement, personal development and work/life balance, strong communications, positive attitudes and teamwork.

(10%) Physician / Faculty Management

- Will build strong relationships with physicians and faculty, developing a strong understanding of their work and the departments' strengths and priorities.
- Will work with other Advancement offices, especially foundation relations, to understand what funding opportunities exist for the department and its faculty.
- Will make monthly visits with department faculty and physicians.

(10%) Volunteer Management

- Manage and provide direction to boards and volunteers, creating a meaningful experience for them to support the organization.

(5%) Other Duties

- Other duties as assigned by the Associate Vice President of Advancement.

Qualifications

- Strong desire to associate with the University of Rochester Medical Center and champion its mission.
- Ability to work and succeed in a complex organization.
- Seven (7) years or more years of progressively responsible fundraising experience, including successful work in major gifts, ideally in a medical center or university environment.
- Strong management and administrative experience and ability to establish objectives, set performance standards, and organize a successful approach to achieving fundraising goals.
- Ability to focus on goals, work with top prospects, overcome obstacles, ask often and well, utilize three-part giving, see things through to completion, and never give up.
- Donor centric: listen to donors' interests and motivations, understand the donors' values, be personal in a non-personal world, and provide extraordinary stewardship by demonstrating impact.
- Ability to find many different avenues to engage the prospect or donor, create relationships to the institution, and build lasting relationships based on trust.
- Sophisticated interpersonal skills; ability to motivate others to act, include others (academic leaders, development colleagues and volunteers) in their success, and contribute to a team environment.
- A proven track record of solid relationship building both with internal and external constituencies.
- Demonstrated ability to handle multiple, complex fundraising activities simultaneously under deadline pressure.
- Excellent oral and written communication skills. Ability to communicate the University of Rochester Medical Center's mission and programs with enthusiasm, sincerity, persuasion, and passion.
- Must be willing and able to travel.

Bachelor's degree required, advanced degree preferred

Requirements:

The incumbent must have a bachelor's degree; a master's degree is preferred. He/She should have approximately 7-10 years of fundraising experience with at least 5 years of successful major gift work.

10/2015