Position Overview
Reporting to the Executive Director of Donor Relations and Stewardship, the Associate Director of Capital Projects Stewardship will provide counsel and oversight of the areas of capital project fundraising and stewardship for all schools/units within the University of Rochester. As described below, the Associate Director will serve as an Advancement-wide resource and be responsible for assessing the viability of key capital projects and developing fundraising and stewardship strategies and tactics for a variety of initiatives, partnering with all areas of Advancement.

The Associate Director of Capital Projects Stewardship will also conceptualize and manage a variety of stewardship projects, including a range of activities to recognize and engage principal gift prospects, and collaborate on other Office of Stewardship priorities such as endowment reports and campaign honor rolls. He/she will also serve as a stewardship officer for a segment of donors, requiring in-person meetings and follow-up to increase their connection to the University and follow-through on their financial commitment.

The Associate Director of Capital Projects Stewardship performs these duties in a professional and positive manner, and demonstrates integrity, good judgment, and the ability to work well with a variety of people and styles.

Specific Responsibilities

40% Capital Projects Stewardship

- Participate in high level discussions on appropriate donor recognition for new capital projects, ensuring that stewardship for all project donors is properly attended to through accurate and appropriate recognition (i.e., honor rolls, donor walls, lettering, plaques, signage, etc.). Assess each project to determine the appropriate application and implementation of University policies related to recognition, and communicate requirements to project managers, fundraising staff, and others.

- Conceptualize and manage stewardship reporting process and activities for current and past capital project donors across the University. Insure that they are receiving regular and timely information on the impact of the appropriate projects that is calibrated to the size of their gift. Collaborate with academic departments, facilities groups, and users of named spaces to create personalized reports targeted to the most generous capital projects donors and designed to encourage their continued philanthropic interest in the project.

- Create a database system for all named spaces within the University, including details on donors and information on spaces that are available for naming. Strategically provide guidance for upcoming projects and possible fits.

25% Capital Projects Fundraising Management

- Provide guidance and counsel for all capital/building campaigns, including general project management, proposal assistance and review, program assessment, Web development, interactive marketing, and video production.
• Develop and manage detailed capital project schedules, project estimates, resource plans, and track key project milestones and adjust project plans and/or resources to ensure that donors are appropriately solicited and stewarded.

• Meet with colleagues in school and unit-based fundraising operations to investigate viability of identified fundraising and partnership opportunities; and consult with them and appropriate administrators within their Schools and Units on project development and management of same.

• Understand organizational policies and procedures, advise administration on standards and policy related to capital projects, and ensure appropriate decision-making protocols are followed.

25%  Additional Stewardship Responsibilities

• Serve as stewardship officer for select donors, conducting regular one-on-one meetings with them to share information on the impact of their gifts and address questions or concerns that they might have. Serve as main point of contact for them moving forward. This will serve to further engage these prospects in the life of the University and hopefully result in increased giving.

• Manage select principal gifts stewardship projects, including writing impact reports and creating multimedia presentations. Determine appropriate content and share it in a way that has a positive impact on their relationship with the University.

• Oversee a list of $1M+ donors to the University within the past year and the stewardship that they are receiving, insuring that it is accurate and shared with other Advancement staff on a regular basis. This will insure that all significant gifts are properly tracked and recognized via publicity and events.

10%  Other Duties

• Conduct comprehensive peer benchmarking for University Advancement utilizing all research, analysis and tracking tools available. Conceptualize reports to be used by top management in meetings with leadership

• Support the Office of Stewardship with oversight of special projects as needed

• Other duties as assigned

Qualifications

• Bachelor’s degree required; a minimum of five to seven years of professional experience in capital campaigns, stewardship, or fundraising within a large organization, preferably in a higher education setting.

Skills and Abilities

The Associate Director of Capital Projects Stewardship will bring these core qualities to his/her role:

• Excellent writing and verbal communications skills. Proficiency with MS Office required with advanced PowerPoint skills and database experience preferred.

• Demonstrated qualities of creativity, imagination, and initiative

• Demonstrated ability to successfully work independently as well as collaboratively with others on a team

• Solid relationship-building skills and an ability to interface with internal clients at all levels, including Advancement staff, University faculty and administrators, and external vendors and suppliers
- Experience managing Web site and multimedia development
- Highly organized with the ability to manage schedules and meet deadlines
- Knowledge of campaign procedures including goal-setting, conceptualizing plans and strategies, volunteer recruitment and training, prospect assignment, developing materials, writing cases, evaluating processes, and delivering results
- Must be willing to travel occasionally to support regional events and conduct donor visits

Created: December 23, 2015