

**University of Rochester**

**ASSOCIATE DIRECTOR, GEORGE EASTMAN CIRCLE**

**Office of Annual Giving Programs**

**Grade 56**

The Associate Director of GEC Engagement and Member Relations will report directly to the Director of the George Eastman Circle. This position is responsible for the broad oversight of the GEC Councils through tasks including, but not limited to, volunteer recruitment and meeting management, development of a portfolio of future Council Members and strategy of best practices and engagement for all councils nationally. They will oversee the GEC 'Plus 1' events and portfolio management to grow members as a result. The Associate Director will work closely with regional teams and units to plan and track stewardship efforts in order to ensure that GEC members in all regions who are in their second through fourth year of membership are acknowledged and thanked. This position requires a sophisticated blend of fundraising and events knowledge, as well as knowledge of institutional priorities and the donor base to seamlessly build relationships with a variety of donors, to play a large role in securing support and funds for the University.

**Specific Responsibilities:**

In general coordination with the Director, but with broad latitude for independent judgment, the Associate Director will develop a comprehensive management plan for the GEC Councils as well as an extended plan for stewardship that will provide a well-organized, coordinated and consistent approach throughout the country. In addition, the Associate Director will develop and manage a portfolio, and assist Director with membership renewal outreach.

**35% - GEC Council Management**

- Oversee GEC Council management and member cultivation – create calendar with strategic communications plan (monthly, quarterly updates; holiday wishes), work with gift officers and Council members to identify new Council members, track council terms and pledge status, and solicit feedback from Council members to create value for program
- Onboard new GEC Council members – welcome packet with clear expectations, schedule of events, etc.
- Oversee all logistics for GEC Council meetings including initial planning (date, time, venue, catering, guest speakers, etc.), strategizing agendas with regional and/or unit leaders, tracking RSVPs, preparing briefing materials for on-site Advancement staff, Council chair/s and/or guest speakers, and post-event follow-up.
- Manage stewardship of Council members and demonstrate impact of volunteer role as GEC Council member through consistent monthly communication, i.e., new member updates, current national and regional GEC growth, regional event highlights, “micro-volunteer opportunities” such as Food for Thought and Career Connections
- Partner with Senior Associate Director of Volunteer Management to strategize next volunteer opportunities for members rotating off GEC Councils

- Work in partnership with Advancement colleagues to help meet UR priorities such as reunion volunteer recruitment and constituent engagement
- Collaborate on and support marketing strategies particularly related to stewardship of volunteers

#### 25% - GEC Stewardship and Renewal Liaison

- Work with Director to identify GEC members who are in need of stewardship and design a plan in coordination with regional and unit officers to properly steward those prospects (i.e., visit, letter from faculty member, student phone call, etc.)
- Communicate GEC information across Advancement teams and units including renewal status, Council meeting and 'Plus 1' event plans and/or volunteer strategies to negotiate and advance strategic engagement and prospect development. For example, attend monthly/bi-monthly regional team and prospect meetings
- Strategically identify and highlight new members and renewals to be used as value add for GEC gift close
- Manage professional/personal updates from current members, (i.e., promotions, job postings, career changes, published works) to highlight in the GEC newsletter or on LinkedIn.

#### 25% - Event Management

- Oversee all logistics for 'Plus 1' events (or similar) including initial planning (host/s, date, time, venue, catering, guest speakers, etc.), sending save-the-dates and event invites, tracking RSVPs and follow-up
- Collaborate with Advancement colleagues across all units and regions to determine prospect invitee lists, drive attendance, and follow-up post-event
- Provide Council members with email templates for peer-to-peer invitation follow-up and post-event 'thank you' notes
- Create annual regional event plans and coordinate with donor relations and alumni relations on regional strategies
- Research and strategize new leadership/university initiatives to provide timely GEC 'Plus 1' topics and speakers appropriate to audience and region
- Attend events as appropriate to manage logistical aspects and engage with Council members and prospects to cultivate relationships
- Prepare all briefing materials for internal staff, volunteers, and/or guest speakers

#### 15% - Portfolio Management

- Initiate and/or strengthen relationships with annual giving prospects
- Create strategies for and solicit donors capable of contributing gifts of \$1,500 to \$50,000 each year for five years.
- Initial work will likely involve a high number of identification and qualification visits, as well as lower dollar amount annual fund solicitations and stewardship visits. A minimum of 30 visits per year.
- Efficiently plan productive travel.

#### **Skills:**

- This individual should have the ability to work effectively with peers, university leadership, key volunteers and other VIP's.

- Excellent project management skills.
- A creative spirit and approach to all aspects of this position
- Outstanding oral and written communications and customer service skills, including direct interpersonal skills; experience working with volunteers is a plus
- Strong technological competency. Proficiency with MS Office in all areas, especially Excel.
- Ability to deal with multiple and competing priorities
- Passionate commitment to quality and detail – ability to execute flawless events
- A general knowledge of institutional fundraising is preferred
- Ability to take direction and also work independently
- Willingness to travel to support events
- Enthusiastic and ambitious
- Attentive to detail
- Sense of humor

**Qualifications:**

Bachelor's degree is strongly preferred and 5-7 years of relevant experience in special events planning, development or public relations with experience in higher education or in a complex university setting is a plus. Would prefer ideal candidate have fundraising experience.