

## University of Rochester

### ASSOCIATE DIRECTOR

#### Reunion Giving

#### Office of Annual Giving Programs

#### Pay Grade 56

The University of Rochester, one of the nation's top private research universities, is building a national caliber advancement program in preparation for the largest campaign in the University's history. As a member of the Annual Fund staff in the Office of Advancement, the Associate Director of Reunion Giving will work within a team environment towards the successful implementation of the Reunion Giving Program at the University of Rochester. This position will report to the Senior Director, Leadership Programs and work across the diverse matrix of units, programs and advancement professionals that make up our Advancement organization.

#### **Responsibilities:**

##### 50% Reunion Giving Class Campaign Management

- Manage Reunion Gift campaigns as assigned. Develop fundraising goals and strategies to realize both leadership gifts and new donor acquisition needed to meet those goals - goals and strategies are presented to senior leadership for approval and will be applied both internally and externally with volunteers, donors, and prospects. (10%)
- Identify and prioritize leadership giving prospects within the assigned classes and units. (10%)
- Through meetings and conversations, work with Major Gift Officers and George Eastman Circle Officers to coordinate solicitation and recruitment strategies for key prospects. (10%)
- Coordinate with colleagues in Annual Giving to develop solicitation appeals (letters, brochures, emails, phone calls etc.) for direct mail and student calling programs. Manage the content and work with volunteers. (5%)
- Manage the recruiting class leadership in conjunction with colleagues. Actively recruit Reunion volunteers through visits, phone conversations, emails and other follow-up in conjunction with the other staff members of Alumni Relations, Major Gifts and GEC Gift officers' staffs. Communicate with one another to develop strategies for each prospect that we are working with through the Reunion Class Gift Campaign. (5%)
- Maintain frequent contact with volunteers through telephone conversations, email correspondence and face to face whenever possible. (5%)
- Continuously update the prospect management database with information related to donor strategies, contacts and results. (5%)
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##### 25% Travel

- National travel is required for Identification and Qualification prospect visits and soliciting Annual Fund commitments of \$1,500 and above.
- Recruit and manage volunteers for Reunion Class Leadership and Reunion Class committees.
- Attend Staff Reunion events around the country as needed.

20% Provide leadership and guidance to assistant director for recent graduate and student giving. Conducts weekly/monthly employee meetings to review deliverables and addresses workflow. Prepare and deliver performance evaluations for direct reports. Replace with language about managing assistant director for recent graduate and student giving.

5% Participate in all Annual Giving meetings and activities and continue training and professional knowledge. Perform other duties as required.

### **Skills:**

- Superb oral, written and interpersonal skills required.
- Excellent time management and organizational skills.
- Ability to manage multiple projects simultaneously, working both independently and as a team member.
- Strong relationship-building skills, able to interface with alumni, donors, volunteers, leading faculty, administrators and trustees.
- A strong desire to “sell and close.”
- Ability to travel regularly and to work occasionally on weekends and evenings.
- Ability to work collegially within Advancement and across all University units.
- Sound judgment and experience handling confidential information.
- Ability to effectively solicit and close gifts.
- Strong computer skills including Microsoft Office Word & Excel and Internet research capabilities.
- A demonstrated commitment to higher education and the ability to articulate a persuasive case for annual, unrestricted support of the University.
- Exceptional ability to think strategically and analytically.
- Strong initiative, creativity, and attention to detail.
- High energy level, sense of humor, enthusiasm, and flexibility are a must.
- Knowledge of the University.
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### **Qualifications:**

- Bachelor’s degree and at least 5-7years of development experience in UR or other university or nonprofit setting; or an equivalent combination of education and experience.