



UNIVERSITY of
ROCHESTER

**DIRECTOR OF ADVANCEMENT
UR MEDICINE HOME CARE
University of Rochester Medical Center Advancement**

Grade 58

Overview:

The Director of Advancement is the key fundraiser in support of UR Medicine Home Care, in particular the VNS Foundation and Finger Lakes VNS. This position will act as a strategic partner with the CEO of UR Medicine Home Care and is responsible for achieving fundraising objectives established by the CEO of UR Medicine Home Care and the Assistant Vice President for Patient and Family Giving. The Director will develop and implement a strategic, comprehensive development program, soliciting individuals, organizations, foundations and corporations. The Program encompasses comprehensive fundraising techniques and approaches, including major gifts, annual fund, special events, grant writing, planned giving, and volunteer management.

The Director's main focus will be on identifying, cultivating, soliciting and stewarding gifts from individual major gift prospects and corporate and foundation prospects. The Director will carry a portfolio of approximately 80 qualified prospects and maintain regular contact with prospects and donors through letters, personal calls and visits.

The Director will report to the Assistant Vice President for Patient and Family Giving for standards of performance and professional management and will report to the CEO of UR Medicine Home Care on all matters relating to fundraising priorities and their execution. He/she will serve as the Advancement liaison to the UR Medicine Home Care Board of Directors and the Development Committee.

The Director will supervise two staff members: the Assistant Director for the Advancement, UR Medicine Home Care and the Development Officer at Finger Lakes VNS.

The Director of Advancement must work collegially with the University of Rochester Medical Center Advancement staff, as well as University Advancement staff. The Director will attend all appropriate URMCA Advancement staff meetings. He/she will be responsible for insuring that Advancement staff members have access to the information that they need to effectively solicit gifts on behalf of UR Medicine Home Care.

Principal Duties:

- E(40%) Personally solicits gifts from individuals, corporations, and foundations including identification, cultivation and stewardship of relationships, with a focus on gifts of \$50,000 and more. Maintains regular contact with prospects and donors through letter, personal calls and visits. Annual visit and solicitation goals to be outlined in annual performance contract.
- E(20%) Establishes effective strategic plans for the fundraising programs for the Visiting Nurse Foundation and Finger Lakes VNS. Promotes the organizational capacity to secure endowment and outright gifts to meet annual goals through personal efforts and those of the Visiting Nurse Foundation and UR Advancement staff in concert with appropriate volunteers.

E(10%) Hires, directs and supervises assigned personnel. Develops standards of performance. Selects, trains/orients staff, evaluates performance and takes personnel actions such as merit increases, promotions, and disciplinary action.

E(10 %)Meets bi-weekly with Agency President/CEO to develop and implement advancement strategy, report on status of key Development initiatives, discuss prospect activity and goals, and engage in Agency Advancement direction and actions. Actively manages working relationships with Agency executive leadership and management staff to involve in Development activities as appropriate.

E(10%) Serves as primary Advancement liaison with UR Medicine Home Care board and Development Committee, engaging them in Development initiatives to increase giving.

E (5%) Develops and monitors annual Foundation budget. Meets monthly with Agency CFO and Finance staff to review budget and financial status.

Other duties as requested by the President & CEO of UR Medicine Home Care, and the Assistant Vice President for Patient and Family Giving.

Basic Requirements

Bachelor's degree, master's preferred. Seven to ten years of development experience, with proven track record in building relationships with donors, partnerships with organizational leadership and staff, and securing major gifts from individuals. Skills as a leader and manager, excellent communication skills and ability to function collaboratively are preferred.

If you are interested, please apply on line at the UR HRMS job site.