

**ASSISTANT DIRECTOR OF ADVANCEMENT
UR MEDICINE HOME CARE
University of Rochester Medical Center Advancement
Grade 55**

Position Description

The Assistant Director of Development reports to the Director of Development for UR Medicine Home Care (URMHC) and is responsible for planning, budgeting and implementing programs that cultivate and raise funds for URMHC. The position supports the fundraising and community relations activities of URMHC clients, family, friends, staff, and cultivation and stewardship of gifts to URMHC from corporations and foundations. The Assistant Director will bring the following qualities to his/her role:

- Bring energy, enthusiasm and strategy to his/her daily activities- while demonstrating flexibility and good humor.
- Provide exceptional service to all and be committed to excellence in everything he/she does.
- Focus on his/her goals, work with prospects and volunteers, overcome obstacles, ask often and well, utilize three-part giving, and see things through to completion.
- Be donor centric by listening to donors' interests and motivations, understand donors' values, be personal in non-personal world, and provide extraordinary stewardship by demonstrating impact.
- Find many different avenues to engage the prospect or donor, create relationships to the institution, and build lasting relationships based on trust.
- Motivate others to act, include others (academic leaders, development colleagues and volunteers) in their success, and contribute to a team environment.
- Ability to work well within the dual cultures of the University as well as URMHC/FLVNS.

Specific Responsibilities

With latitude for independent judgment, actively works with the Director to engage community members and other prospects of URMHC. The Assistant Director will spend 50% of their time working directly within the FLVNS community and the other 50% of their time in the URMHC Webster office. Responsibilities include but are not limited to:

(25%) Event Management

Plans and executes special events programs including FLVNS Winemaker's Dinner, Salons and other URMHC fundraising events as assigned. Provide support to URM Golf for Hospice lead staff. Works with the Director to manage volunteer committees including recruiting and cultivating new members. Solicits and secures sponsorships, secures locations, catering, entertainment, invitations, plans and executes auctions, volunteers, and manages post-event reports and stewardship. Works directly with the URMHC Marketing & PR department to ensure timely publicity for events as well as sponsor recognition. Coordinates with 3rd party event groups benefiting URMHC to ensure proper use of branding, messaging, etc.

(E15%) Annual Fund

Coordinates large mailings with the Annual Fund office for URMHC Clinical Programs including

UMHC/FLVNS. Works closely with the Advancement Annual Fund Office and key unit staff to develop appropriate messaging and branding in line with each unit's campaign priorities and goals.

(E10%) Grant and Foundation Management

Coordinates and executes the solicitation of grants from local and national foundations. Collaborates with key URMHC staff to outline programmatic goals and compile necessary information, and writes subsequent proposals. Researches foundations and grant opportunities with funding priorities aligned with the needs of URMHC programs. Develops working relationships with potential funders prior to application and maintains communication during and after application process. Tracks grant activity and stewards foundations through the preparation of financial and narrative reports.

(E30%) Portfolio Management

Maintains a small portfolio of gift prospects primarily composed of FLVNS connected corporations and a few individuals for both event sponsorship and gifts. Solicit for all FLVNS programs including OYH We Honor Veterans Program, Wings of Hope as well as other projects as assigned. Prospect Qualification for donors giving \$1,000+ gifts while retaining and stewarding donors with gifts \$999 and below. Solicits and stewards corporations growing new business relationships and enhancing return on investment for both FLVNS and partners.

(E10%) Staff Giving

Responsible for overall management of the annual staff giving campaign. Works with Director and key URMHC department staff and CEO to set participation goals, determine messaging, and roll out of the campaign each fall to all URMHC staff. Works with GDR and URMHC payroll staff to ensure proper booking of pledges. Manages stewardship and acknowledgement process. Drafts periodic reports and generates opportunities for internal staff donor recognition.

(E10%) Program Management

-Produces financial status reports for Board and Development Committees. Analyzes results and identifies areas needing special attention. Presents reports at quarterly meetings and follows through on any subsequent questions or concerns from board/committee members. Provides ad hoc reports as needed.

-Works closely with URM Advancement support staff on weekly acknowledgment of all gifts. Reviews list of donors on acknowledgement reports and modifies acknowledgement messaging for high-level and "special" donors as appropriate. Works closely with University Advancement Services to ensure accuracy of donor records and gift history.

Other duties as assigned.

Basic Requirements

The Assistant Director must have a Bachelor's degree and at least four years of development or alumni relations experience at a university or college or equivalent combination of education and experience. Candidates with transferable skills will be considered.