

University of Rochester

Classification Description

Job Title: Associate Director of Development

Functional Job Title: Associate Director of Development – Office of Annual Giving Programs (AGP)

Date: 3/23/2017

Code: Grade: 56

Supervised by: Sr. Associate Director of Development

### **Description and Responsibilities**

The Associate Director works closely with the Sr. Associate Director on direct marketing annual giving campaigns for URMC units to achieve fiscal year dollar and donor goals within an approved budget. Manages a portfolio of select URMC units for which he/she is responsible for planning and executing all direct mail and email solicitations of relevant donors, grateful patients, and community members. Serves as direct AGP liaison with units in portfolio and represents those units' interests within AGP. Directly supervises one Graduate Student Program Assistant. As part of the AGP team, is responsible for the total annual giving results.

Associate Director specific responsibilities:

50% - Create and implement long and short-term strategies for assigned unit campaigns as a part of overall Annual Giving Department plan for the fiscal year. Responsible for achieving goals for assigned URMC units. Includes:

- Work closely and directly with assigned unit staff, department heads and directors to coordinate a year-long plan of solicitations, communications and timelines, while maintaining a consistent image and message.
- Through ongoing meetings and conversations, build and maintain positive relationships with internal and external partners, unit staff, physicians, PR and marketing staff, designers, and vendors
- Within the unit plan, develop and oversee mail, email and web campaigns for assigned units.
- Write and edit copy for all direct mail and electronic appeals.
- Manage creative process of solicitations, selecting and working with designers, printers and mail fulfillment vendors.
- Interview grateful patients as necessary for appeals and develop written copy. Acquire signed HIPAA release forms from grateful patients being featured in solicitations.
- Manage internal and unit-based approval process, working closely with our unit partners, and department heads.
- Use analytics to guide campaigns and budget allocation for each project.
- Work with internal and external mail house vendors on executing mailings.
- Periodically conduct benchmarking research to refine messaging and solicitation strategies.
- Analyze program results throughout the year and recommend changes to achieve goals.
- Present quarterly reports throughout the fiscal year to unit contacts. Present to unit leadership on annual giving efforts as needed/requested.

- Review and refine reporting mechanisms to maximize analysis of annual giving efforts. Create ad-hoc reports as needed.
- Collaborate on all-annual giving projects and solicitations.

20% - Data Management and Analysis: Working with the Sr. Associate Director, the Assistant Director takes a lead role in data management for all URMC units. Includes:

- While being extremely cognizant of all mailing schedules and deadlines, request, cut, review, and transport data for all appeals.
- Strategically cut/prepare data based on segmentation parameters, target audiences, and unit goals to achieve maximum dollar and donor results.
- Guide the Development Associate as s/he edits for accuracy, sends to unit staff for review, assigns strategic ask amounts and coding, suppresses appropriate lists, and securely uploads to appropriate vendor.
- Review, track, analyze, and report solicitation results, including comprehensive quarterly AGP reports; make recommendations to unit staff; update plans as needed.
- Determine segmentation strategies for each mailing to achieve maximum dollar and donor results.
- In conjunction with the Oasis reporting team, develop reports, request data, and test data as appropriate.

15% - Supervise One Graduate Student Program Assistant

- Manage the hiring process: Work with HR to post the job description, screen all applications, conduct phone interviews, schedule internal interviews, and coordinate with HR to hire the desired candidate.
- Train the graduate student on various duties, such as data analysis, direct mail tracking, research projects, benchmarking projects, gift processing, etc.
- Review projects completed by the graduate student to ensure accuracy; provide constructive feedback.
- Coordinate with other Annual Fund staff to ensure the graduate student's time is always being utilized.
- Serve as the day-to-day supervisor and mentor to the graduate student.
- Report progress to Sr. Associate Director regularly

10% - Other

- Coordinate with internal/external staff to create ads for unit-based publications
- Research and request to attend at least one professional conference each year
- Participate in webinars—as time allows—related to direct marketing to stay up-to-date on the latest trends and strategies
- Conduct calendar year-end and fiscal year-end LYBUNT calling to a group of donors assigned by the AVP of Annual Giving; ask donors to renew their support over the phone

5% - Other responsibilities as assigned.

Requirements:

A Bachelor's degree, or equivalent experience, is required. Ideally the candidate will have at least 5 years of development and/or direct marketing experience. General knowledge of medical center fundraising is also preferred. Candidate must be well-organized and attentive to detail, possess excellent communication and writing skills, and have the ability to work within a complex organization.