



Senior Associate Vice President for Advancement, University of Rochester Medical Center

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Overview:

The Senior Associate Vice President (SAVP) for Advancement is a key member of the University of Rochester advancement program's executive management team, and oversees all Medical Center Advancement programs. The position reports directly to the Senior Vice President and Chief Advancement Officer (SVP/CAO) of the University of Rochester, who—in consultation with the Medical Center CEO/Dean—is responsible for evaluating the success of both the SAVP and the Medical Center Advancement program.

In addition to leading a unit-based program focused on raising philanthropic support for the Medical Center, the SAVP is also charged with utilizing the wide-ranging resources of central university advancement on behalf of Medical Center fundraising and engagement goals. These resources include: Principal Gifts, Annual Giving, Alumni Relations, Communications, Planned Giving, Corporate Relations, Foundation Relations, and Advancement Services, among others.

The University of Rochester is committed to a centrally-managed and coordinated advancement system under the leadership of the SVP/CAO. Within this system, the SAVP is expected to be a strong and articulate advocate for Medical Center needs and priorities, as well as being a collegial member of the broader university advancement team.

The SAVP will very work closely with the Chief Executive Officer (CEO) of the Medical Center and Dean, School of Medicine and Dentistry, and the senior leadership team of University of Rochester Medical Center (URMC). The Medical Center advancement program is responsible for seeking philanthropic gifts, and associated engagement activity to support the CEO/Dean's vision for the institution. The CEO/Dean and URMC leadership team works with the URMC and University advancement program and other partners to set the fundraising priorities that will be communicated to donors and to the overall URMC, and university community. The SAVP position has an important role in facilitating communication and coordinating strategy and activity, with URMC, University and advancement program leadership.

Specific to his/her role in leading the Medical Center advancement team, the SAVP will plan and implement strategies that will enable the staff to exceed its fundraising and programmatic goals within the broader context of URMC and University strategies.

The SAVP will lead staff by example by soliciting and closing major, leadership and principal gifts from his/her own portfolio of prospects. The SAVP will oversee a robust major gift program, as well as, broad-based fundraising and constituency-building efforts directed at

alumni, community and patient-based groups. The SAVP is responsible for the management of a staff of approximately 60 people and a divisional budget of approximately \$8 million.

The SAVP will be the primary contact with Medical Center senior administration, deans and directors, department and institute leadership, key volunteers and the Medical Center Board and other important Boards, and volunteer groups. In that role, s/he will be responsible for delivering excellent results from all programs and is charged with “client satisfaction” as it relates to advancement, alumni, and community and patient relations activities.

The SAVP will play a primary role in supporting the execution and delivery of the comprehensive Rochester Model 2021, Strategic Plan for University Advancement. URMC’s continued fundraising growth is fundamental to the plan, with a target of increasing annual cash fundraising to more than \$100M by 2021. The SAVP will be responsible for leading efforts that strengthen and expand physician and faculty engagement and create effective partnerships between physicians/ researchers/ faculty members and advancement staff in order to leverage philanthropy. The Rochester Model is based on three principles: building a culture of partnership between the University and its broad-based community in support of the University’s mission, a commitment to excellence in both engagement and philanthropy, and a commitment to stewarding University relationships, resources, our reputation and our mission. Functional and unit plans for URMC are among the building blocks for the overall strategic plan. Accountability of effective and timely execution of the URMC plans within a values-based, mission-centered management philosophy are the responsibility of the SAVP.

Responsibilities:

With significant latitude for independent judgment and under the direction of the SVP/CAO, the SAVP will be responsible for:

45% Principal, major gift, and other fundraising leadership

- Support the Medical Center CEO/Dean and other Medical Center and university leadership in cultivating, soliciting and stewarding Medical Center prospects.
- Cultivate and solicit own portfolio of high-level major gift prospects and directly staff and support the Medical Center CEO/Dean in principal and leadership giving advancement work.
- Effectively manage relationships with top-level donors and volunteers, including Medical Center Board, URMC advancement committee, Medical School National Council and other volunteer groups.
- Responsible for managing the major gift pipeline.

- Oversee grateful patient and family giving program, annual giving, GEC (leadership annual giving), corporate, foundation, planned giving, and other fundraising program activity as it pertains to URMC productivity.
- Oversee engagement initiatives and programs, including the Medical School alumni relations program.
- Ensure that central university advancement offices are providing an optimal level of support for Medical Center priorities, clients and unit-based officers.

30% Leadership, Management and Communication

- Maintain regular communication with Medical Center CEO/Dean and senior staff, clients and key volunteers. Serve as active liaison between the CEO/Dean and the SVP/CAO.
- Serves as a member of the advancement program's Executive Management Team.
- Maintain regular communication with/reporting to the University's advancement leadership and central University advancement offices.
- Oversee all advancement and fundraising activities of the department through appropriate staff.
- Act as a mentor and leader in Medical Center advancement and within the University program, as appropriate.
- Foster supportive and productive relationships with colleagues, faculty, clinical leadership, and the Rochester community at large.
- Participates in the activities of appropriate professional organizations, establishing relationships with staff in comparable institutions to participate in information exchange, professional advancement activities, special projects, etc.

20% Planning, Strategy and Evaluation

- Develop annual and strategic, fundraising and programmatic plans.
- Work collaboratively with central university advancement offices to develop appropriate plans, goals and evaluation procedures.
- Review and evaluate office, unit and staff performance on an ongoing and annual basis.
- Establish and enforce consistent standards of performance and professional behavior and adherence to advancement program organizational values and URMC organizational values.

- Through management of appropriate staff, responsible for department's budget and human resource activity.

5% Other Duties

- As required by the University's Senior Vice President and Chief Advancement Officer or URMCE CEO/Dean.

Desired Experience and Attributes

The University of Rochester and University of Rochester Medical Center is seeking a proven leader in the advancement area. The selected individual will have a demonstrated track record of success managing advancement staffs and fundraising progress. Furthermore, the candidate should have academic medical center or other pertinent experience.

It is expected that candidates will have the following attributes:

- Unquestioned integrity and judgment
- Positive self-image and executive presence
- Exemplary interpersonal and communication skills
- Outstanding management abilities
- Talent for motivating an advancement team
- High energy level, enthusiasm and professional demeanor
- Superb organizational skills
- Ability to oversee multiple projects simultaneously
- Political astuteness and diplomacy
- Team orientation