

University of Rochester

ASSOCIATE DIRECTOR, GEORGE EASTMAN CIRCLE

Office of Annual Giving Programs

Grade 56

The Associate Director of GEC Engagement will report directly to the Senior Associate Director of the George Eastman Circle. This position is responsible for managing two to four GEC Councils through volunteer recruitment and meeting coordination, development of a portfolio of current and future Council Members and strategy of best practices and engagement of volunteers. They will oversee the GEC 'Plus 1' events and manage a portfolio to grow and retain members in their council regions. The Associate Director will work closely with the Senior Associate Director of GEC, alumni relations, regional teams, and units to plan and track engagement and stewardship efforts in order to ensure that GEC members in their council regions who are in their second through fourth year of membership are acknowledged and thanked. This position requires a sophisticated blend of fundraising, volunteer management, and events knowledge, as well as knowledge of institutional priorities and the donor base to build relationships with a variety of donors, to play a large role in securing support and funds for the University.

Specific Responsibilities:

65% - Portfolio Management

For the respective council regions (and other less populated regions):

- Initiate and/or strengthen relationships with annual giving prospects. Identify, create strategies for and solicit donors capable of contributing gifts of \$1,500 to \$50,000 each year for five years, implementing a thorough knowledge of donor stewardship and potential for larger gifts. (20%)
- Identify GEC members who are in need of renewal and design a plan in coordination with regional and unit officers to properly solicit those prospects. (10%)
- Work with Reunion team to identify leadership annual giving donors who are in a reunion year and design a plan to properly solicit those prospects. (15%)
- Strategically use GEC 'Plus 1' events and subsequent follow-up efforts to close new and renewed memberships. (10%)
- Initial work will likely involve a high number of identification and qualification visits, as well as lower dollar amount annual fund solicitations and stewardship visits. A minimum of 150 contacts (phone calls, visits, email exchanges) per year. Efficiently plan productive travel. (10%)
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35% - Donor and Volunteer Management

For the respective council regions and in coordination with the Senior Associate Director:

- Manage GEC Councils and Council member cultivation
- Work with gift officers and Council members to identify new Council members, track Council member terms and GEC pledge status, and solicit feedback from Council members to be analyzed for program.

- With knowledge of organizational goals, plan and manage GEC Council meetings and events including initial planning (date, time, venue, catering, guest speakers, presentations, etc.), strategizing agendas with regional and/or unit leaders, tracking RSVPs, preparing briefing materials for on-site Advancement staff, Council chair/s and/or guest speakers, and post-event follow-up.
- Manage stewardship of Council members and demonstrate impact of volunteer role as GEC Council member through consistent monthly communication, i.e., new member updates, current national and regional GEC growth, and regional event highlights
- Partner with Senior Associate Director of Volunteer Management (Alumni Relations) to strategize next volunteer opportunities for members rotating off GEC Councils

Skills and Abilities Desired:

- Ability to work effectively with peers, university leadership, key volunteers and other VIPs.
- Superb oral, written, and interpersonal skills required.
- Ability to effectively solicit and close leadership annual gifts (\$1,500+).
- Sound judgment and experience handling confidential information.
- Excellent time management and organizational skills.
- Ability to manage multiple projects simultaneously, working both independently and within a team.
- Strong technological competency. Proficiency with MS Office in all areas, especially Excel.
- Ability to travel regularly and to work occasionally on weekends and evenings.

Qualifications Desired:

- Bachelor's degree and at least 5 years of relevant experience is required.
- 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.
- Proven relationship building skills.