

URMC Academic Programs Alumni and Annual Fund Manager
URMC ACADEMIC PROGRAMS
University of Rochester Medical Center Advancement

Grade 54

Overview:

The URM Academic Programs Alumni and Annual Fund Manager reports to the Director for Alumni Relations and has primary strategic responsibility for developing, implementing, and monitoring all alumni communications to alumni from the Eastman Institute of Oral Health (EIOH), School of Medicine and Dentistry (SMD), and School of Nursing (SON) with the goal to build and enhance the experience and connectivity of alumni, donors, prospects and volunteers, which will result in a dramatic increase in both participation and fundraising towards campaign goals.

The Manager also is responsible for the management and oversight of the Annual Fund programs for all three URM Academic Programs: SON, EIOH, and SMD. This will include working collaboratively with the Directors and the University Advancement Annual Fund office to determine Annual Fund and special project fundraising goals for each program; implement strategies to achieve the goals set by the Annual Fund programs as well as their Reunions (with special attention to dollars raised and alumni participation rate); and manage Reunion Giving prospect pipelines.

The Manager also helps independently strategize and implement URM Academic Programs events, programs, stewardship activities, and reports that will lead to stronger relationships between the URM Academic Programs and all its constituencies, as well as future supporters.

Principal Duties:

Under the general guidance of the Director, but with broad latitude for independent judgment and action, the Manager will be responsible for:

35% Annual Fund and Reunion Giving:

Partner with the University Advancement Annual Fund and Reunion Giving office and Program Directors to develop appropriate messaging and strategic goals for Annual Fund solicitation pieces, magazine ads, and Reunion Giving materials for URM schools:

- Develop the content for written materials and information to be used in training materials and telemarketing for both Annual Fund and Reunion Giving programs.
- In coordination with Directors, University and URM Alumni Relations and Communications, and school-based webmaster, the Manager will recommend, create, and oversee enhancements of the alumni web pages regarding Annual Fund and Reunion programming to form a cohesive message.
- Oversee the stewarding of Annual Fund donors through activities such as: management of honor roll lists; planning thank you calling sessions with University Annual Fund office for SMD, SON, and EIOH; and management of students for the SON and SMD Thank You writing sessions (2-3 times a year).
- On-going consultation and benchmarking with peer institutions on annual fund and reunion programs. Work with appropriate advancement colleagues to implement strategic best practices and increase alumni giving.
- Take part in the fundraising process by identifying Major Gift prospects for reunion gifts, teaming up with gift officers to ensure that the solicitation process moves forward to best meet donor wishes and campaign goals.

35% Communications:

Oversees and develops strategic communications efforts with SMD, SON and EIOH alumni in the following areas:

- Facilitate stronger engagement with alumni and donors through more effective communications strategies
 - Create, write, and implement a marketing plan tailored to SMD, SON, and EIOH alumni for Rochester Alumni Exchange and all social networks, including Facebook and LinkedIn, to meet participation goals
 - Develop and strategize methods to promote a stronger alumni network for all three URM schools.
- Collaborating with Advancement Communications, Central Alumni Relations and outside vendors to strategize, create, and deliver SMD and SON reunion communications pieces.
- Responsible for URM Academic Programs Communications timeline and its implementation, while being mindful of campaign strategy.
- Overall responsibility for SMD, SON, and EIOH blast emails: development, content coordination, scheduling, etc. using Constant Contact/iModules.
- Maintain content of SMD, SON, and EIOH Alumni Web sites, including vigilant oversight of SMD and SON Reunion Websites, to assure that they are in line with campaign goals.
 - Analyze web traffic using reporting tools
 - Benchmark with peer institutions and develop strategy for enhanced usage
- Liaison with URM Public Relations for *Rochester Medicine* magazine, EIOH *Momentum* magazine, and *nURsing* magazine to create recognition and stewardship opportunities for alumni; recommends content for magazines; oversight of collection and formatting of Class Notes for all three publications.

10% Awards Management

In collaboration with the Director, management of the SMD Alumni Awards program:

- Coordinates identification of potential award nominees
- Actively working with the SMD Alumni Council Awards Chair and committee
- Act as SMD representative on the Awards Committee of the Alumni Council
- Work with the UR Advancement Award Committee on the nomination, research, and volunteer leadership throughout the process.

10% Donor Stewardship

- Through in-depth conversation and regular meetings with SMD and SON Financial Aid, and SON and SMD Student Services, ensure proper stewardship of class scholarships funded by donors and identify opportunities to provide additional stewardship to donors of special and non-traditional restricted funds.
- Oversee the strategy behind the URM Academic Program acknowledgement letters annually.

5% Volunteer Management

Partners with Director for Alumni relations duties related to SMD Alumni Council, including:

- Serve as Advancement representative on Early and Mid Career Committee
- Serve as Advancement Representative on Awards Committee; meet with Chair of the Alumni Council Awards Committee regularly, and organize meeting of committee.

5% Other Duties:

- Other duties as required by the Director for Alumni Relations, including assisting with planning and implementation of SMD, SON and EIOH Reunions and donor recognition events.

Basic Requirements:

Bachelor's degree and a minimum of 4-7 years of advancement experience required or an equivalent combination of education and experience. Familiarity with academic medical center administration, especially Medical Center Advancement is a plus.

Skills:

- Advanced computer skills working in Microsoft Office, especially Word, Excel, and PowerPoint are required.
- Familiarity with Constant Contact/iModules and working knowledge of social media tools is required.
- Strong skills in written and oral communication.
- Ability to manage complex projects and to effectively manage detail.
- Strong interpersonal skills and evidence of interest in, and ability to, work effectively with colleagues and volunteers.