

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

**Position Description**

The Assistant Director reports to the Director of Development for UR Medicine Home Care (URMHC) and is responsible for engaging and stewarding supporters of the Visiting Nurse Foundation and UR Medicine Home Care programs. The position supports the fundraising activities of URMHC clients, family, friends and staff. The Assistant Director will bring the following qualities to his/her role:

- Exceptional communication skills- both written and verbal with successful grant writing experience
- Proven program management talent with the ability to be both strategic in thinking as well as detail oriented
- Bring energy, enthusiasm and strategy to his/her daily activities- while demonstrating professionalism, 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 supporters and volunteers, overcome obstacles, ask often and well, utilize three-part giving, and see things through to completion
- Be donor centric by listening to customers' interests and motivations, understand values, be personal in non-personal world, and provide extraordinary stewardship
- 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 UR Medicine Home Care with proven skills in collaboration

**Specific Responsibilities**

With latitude for independent judgment, actively works with the Director to engage community members and other supporters of URMHC. Responsibilities include but are not limited to:

**(E40%) Program Management:**

- (15%) Assists Advancement Event Planning Staff in the planning and execution of special events including the Golf Open, Clambake, FLVNS Winemaker's Dinner, Salons and other URMHC events as assigned.
- (5%) Works with the Director to manage volunteer committees and communication to those committees, including scheduling and note taking.
- (5%) Works directly with the URMHC Marketing & PR department to ensure timely publicity for events as well as sponsor recognition. Coordinates with 3<sup>rd</sup> party event groups benefiting URMHC to ensure proper use of branding, messaging, etc.

- (5%) Responsible for the development, implementation and evaluation of the URMHC employee fundraising program, the ICARE Fund. Works with Director and key URMHC department staff 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 ICARE stewardship, acknowledgement process and donor reporting.
- (10%) Assists in the management of day-to-day Foundation operations under the Foundation Director. This will include basic administrative tasks as well as larger projects as assigned.

**(E15%) Annual Fund Management:** Under the direction of the Foundation Director, coordinates large mailings with the Annual Fund office for URMHC as well as assist in the development and production of URMHC newsletter, “Vital Lines 2.0”.

**(E15%) Grant Writing & Management:** Assists in the coordination and execution of 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 under the direction of the Foundation Director. Researches foundations and grant opportunities with funding priorities aligned with the needs of URMHC programs. Tracks grant activity and stewards foundations through the preparation of financial and narrative reports.

**(E20%) Fundraising:** Maintains a small portfolio of gift prospects primarily composed of corporate sponsors and donors and is responsible for the stewardship of that portfolio. Assist in the solicitation of sponsors for all fundraising events and other projects as assigned. Work closely with the PFG team in prospect qualification of new donors and attend visits as requested to share URMHC mission.

**(E10%) Stewardship:** 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.

### **Basic Requirements**

The Assistant Director must have a Bachelor’s degree and preferred 3-5 years of development or alumni relations experience at a university or college. The Candidate must demonstrate strong writing skills and exceptional communication skills. Grant writing experience is preferred. Regular travel to the Finger Lakes region is required- 2 to 3 days per month on average. Candidates with transferable skills will be considered.

Updated September 1, 2017