

PROGRAM MANAGER
Wilmot Cancer Institute
University of Rochester Medical Advancement

Grade 53

Overview:

The Program Manager for the Wilmot Cancer Institute is a valued role that reports to the Executive Director of Advancement and works closely with all other team members to enhance the effectiveness of all engagement and fundraising efforts. The Program Manager facilitates or assists with a wide variety of core activities, both internal and external, that are essential to the team's success. As with all team members, the Program Manager works to build positive experiences for community members, prospects, donors, and Wilmot Cancer Institute advisory board members.

The Program Manager should possess the following qualities:

- A high level of energy and enthusiasm for the mission of the Wilmot Cancer Institute
- The ability to represent the Wilmot Cancer Institute in a polished and professional manner at all times
- A commitment to excellence and customer service
- A focus on team goals and a willingness to collaborate
- The ability to listen carefully to a donor's interests and motivations, to understand the donor's values, and to build trusting relationships

Principal Duties:

Under the direction of the Executive Director of Advancement, the Program Manager has the following responsibilities:

(35%) Operations

- Works with WCI Advancement Directors to balance ledgers and oversee payment of invoices
- Reconciles event accounts for internal and external reporting through the use of various reporting systems
- Works closely with the Program Assistant to ensure accuracy and timeliness of acknowledgements and gift processing
- Facilitates gift agreements for gift officers when appropriate
- Works with Executive Director of Advancement and Director of the Cancer Institute to complete primary acknowledgements

(20%) Communications

- Works closely with marketing and public relations to keep website up to date
- Develops and executes annual communications plan
- Creates and executes e-blasts to donors and constituents while adhering to University standards
- Works with Director of Web Services on iModules communications

(15%) Major Gift Support

- Pulls data, creates and generates reports to be used in forecasting fundraising activities and goal setting
- Creates high-level documents for dissemination to WCI's key stakeholders, while understanding the value of the information and how it is applicable to each type of stakeholder
- Leads stewardship activities for prospects involving coordination of pledge reminders, commitment reports, and other materials
- Actively uses OASIS and MAS systems to identify and track prospects, event attendees, and donors. Prepares contact reports following visits and events. Prepares progress reports as required by the Executive Director

(15%) Special Events

- Works closely with members of the Constituent Engagement team to ensure flawless execution of the Discovery Ball and other WCI events
- Works closely with the Associate Director for Community Events on third party and community fundraising events, including Warrior Walk
- Tracks sponsorships and manages acknowledgements for signature events
- Develops invitation lists for salons and other small events
- Generates event follow-up prospecting plans in conjunction with the Executive Director and WCI Major Gift Officers

(10%) Liaison with the Annual Giving team

- Partners with the Annual Giving office to ensure timely and accurate solicitations
- Identifies patient stories and other materials that can be used to better advance the Wilmot Cancer Institute's annual fund goals
- Oversees review and approval process for solicitation materials, working closely with Public Relations and the Director of the Institute
- Works in partnership with the Annual Giving team to manage growth of the annual fund program and associated goals

(5%) Volunteer and Board Engagement

- Manages the PR/Communications subcommittee of the WCI Advisory Board by coordinating quarterly meetings and meeting with new and current volunteers
- Works closely with Public Relations to train and schedule opportunities for PR/Communications subcommittee volunteers