

SENIOR DIRECTOR FOR ADVANCEMENT
Highland Hospital and Highland Foundation
University of Rochester Medical Center Advancement
Grade 58

General Purpose:

Reporting to the Senior Associate Vice President for Medical Center Advancement, the Senior Director of Advancement is responsible for leading all aspects of the Advancement program at the Highland Hospital Foundation. The Senior Director is responsible for the strategy, implementation and evaluation of all aspects of the advancement program, with a particular focus on cultivating and soliciting major gifts in support of hospital priorities. The Senior Director will have a portfolio of approximately 75 major gift prospects and will be a role model through his/her activity level.

The Senior Director will serve as the main communication liaison with Highland Hospital leadership, physicians and volunteers, including the Highland Hospital Foundation, to fully understand and articulate the vision of the Highland Hospital both internally and externally. As the Senior Director of the Highland Foundation, he/she will be responsible for working with the Foundation Chair to effectively guide board activities and with Highland Finance partners, hospital leadership, and fund contacts to ensure the Foundation resources are maximized to benefit Highland.

Specific Responsibilities:

(45%) Major Gift Fundraising

With latitude for independent judgment, actively works with grateful patients, families, and friends who have a connection to Highland Hospital. Responsibilities include but are not limited to:

- Working closely with leadership to identify fundraising priorities and articulate compelling cases for support;
- Managing an active portfolio of 75 major gift (\$100,000+) prospects, maintaining a high level of visits and solicitations, and closing gifts as outlined in annual performance metrics contract;
- Creatively utilizing a variety of approaches to engage prospects, strengthen their relationship to the institution, build lasting relationships built on trust, promote three-part giving, and document donor history;
- Maintaining regular contact with prospects and donors through personal visits, letters and phone calls; identifying donors with volunteer leadership potential;
- Tapping internal resources to develop and execute planned giving and annual giving strategies for prospects and donors;
- Actively participating in the Philanthropy Champions program as an Advancement Partner, helping to educate and engage clinical partners in providing referrals of prospective donors;
- Actively using the OASIS system for research, reports, and mailing lists; preparing call reports following visits and events; utilizing the MAS system for prospecting work.

(25%) Leadership and Management

- The Senior Director will provide leadership and vision to optimize philanthropic support for covered areas. He/she will develop comprehensive annual operating plans for his/her unit, setting clear goals for the team, and aligning unit goals with URMIC Advancement goals;
- The Senior Director will serve as a “player-coach”, modeling best-practices in grateful patient fundraising and mentoring more junior team members;

- The Senior Director will create a climate for results by setting the pace and driving and measuring the team's activity with metrics;
- The Senior Director will ensure the Highland Hospital team functions as a full partner with University and URMCA Advancement, leveraging resources and support to maximize fundraising and engagement opportunities, and building connectivity across the organization;
- The Senior Director will supervise the Highland Hospital Advancement team and work in conjunction with the Senior AVP and the UR Advancement Talent Management Office to recruit, hire, and train staff. He/she will be responsible for developing individual performance goals, conducting performance reviews, and addressing any performance issues that may arise.

(15%) Highland Advancement Strategy and Board Oversight

- Develop and implement an effective fundraising and engagement program for Highland Hospital that increases the number of significant gifts (\$50,000+) from the Highland prospect pool and ensures that revenue goals are met and achieved, committee is empowered and active, and the events remain important community building engagements.
- Oversee Highland Foundation operations. This includes managing the Foundation Board, partnering with Highland finance, and working more closely with the Hospital Board and leadership to identify needs and meet them through the use of the Foundation resources. It also includes ensuring the support staff works in an efficient, professional, and sophisticated way to best support the needs of HH and the Foundation program.

(10%) Pipeline Development

- The Senior Director will create and manage the strategy to increase the number of qualified patient prospects into the pipeline;
- Provide ongoing feedback, participate in visits, calling efforts, and all associated follow up required to successfully engage new potential donors.
- Coach other gift officers on how to effectively manage relationships with volunteers and physicians at Highland Hospital.
- Work closely with staff to assist in the development of successful cultivation, solicitation and stewardship strategies.

(5%) Other Duties

- The Senior Director performs other duties and manages special projects as assigned by the Senior AVP for Medical Center Advancement.

Basic Requirements:

The incumbent must have a Bachelor's degree and should have at least 11 years of advancement experience with at least 5+ years of successful major gift work. A Master's degree is preferred, as is development experience in a medical setting. The position requires proven managerial and business skills, highly developed communication skills (written and verbal), political savviness, a high energy level, and a talent to motivate and inspire others. The ability to handle highly confidential information is essential as is a management orientation focused on achieving ambitious goals. Intellectual curiosity and the desire to work as part of a team in a fast paced and dynamic environment are key. A positive attitude and commitment to a donor-centric fundraising approach are highly valued traits.