

DIRECTOR OF ADVANCEMENT
EASTMAN SCHOOL OF MUSIC
UNIVERSITY OF ROCHESTER ADVANCEMENT
Grade 58

The Director of Advancement reports to the Sr. Director of Advancement for the Eastman School of Music and has fundraising responsibilities for its programs.

The Director of Advancement is responsible for identifying, cultivating, soliciting, and stewarding major gifts from alumni, donors, and prospects with affiliation to the Eastman School of Music. The Director of Advancement will work both independently and in concert with University Advancement colleagues, Eastman leadership, faculty and staff, and volunteers to strategize on, solicit, and steward gifts.

The Director of Advancement will carry a portfolio of approximately 130 prospects, with specific solicitation and dollar goals outlined in annual performance metrics. Extensive travel is required, as this position will be responsible for traveling to and managing development activities in assigned territories. Ability to work self-sufficiently in a fast-paced environment is crucial, as is understanding of prioritization and time management. This position requires an individual who excels at cultivating and soliciting in an organized fashion, as well as prioritizing based on campaign timetables, competing priorities and return on investment.

This is an exciting time, as the Eastman School of Music is embarking on an ambitious capital campaign in honor of its upcoming centennial. This position will be critical to the success of the effort by engaging constituents in specific regions on behalf of the campaign and the centennial. These constituents include graduates of Eastman and other University of Rochester alumni, parents, and friends who believe in music's powerful ability to unite, connect and inspire.

Specific Responsibilities:

Fundraising (90%)

In conjunction with the Sr. Director and appropriate Advancement colleagues, the Director of Advancement develops and implements strategies to identify, cultivate, and solicit major gifts and George Eastman Circle gifts from alumni, donors, and prospects. Responsibilities include, but are not limited to:

- (40%) Traveling on behalf of Eastman Advancement to qualify, cultivate, solicit, and steward alumni, donors, and prospects.
 - Through a minimum of 130 face-to-face personal visits per year, in addition to multiple telephone conversations and email correspondence; initiate and/or strengthen relationships with donors capable of making \$100,000+ contributions. Also grow the pipeline of future major gift donors by securing memberships to the George Eastman Circle, the University's leadership annual giving society.
 - Manage Eastman advancement activity in at least three cities/territories, including travel to each area multiple times throughout the year
 - Plan events to engage current constituents and develop new donor relationships
 - Partner with University-based regional partners to maximize impact and exposure
- (15%) Initiating and/or strengthening relationships and creating strategies for soliciting donors capable of making major gifts.

- (10%) Maintaining regular contact with alumni, donors, and prospects through visits and correspondence, including participating in Reunion and Alumni Relations events and activities, as needed.
- (10%) Actively using OASIS; preparing and recording contact reports following visits and events. Maintaining and developing a donor pipeline with written strategies documented in OASIS, for each assigned prospect, ensuring information is up-to-date. Preparing progress reports toward operational plan objectives.
- (10%) Building relationships and working closely with Eastman faculty, staff, and alumni volunteers to identify, cultivate, and solicit prospects.
- (5%) Identifying volunteer roles for alumni, donors, and prospects and working with volunteers to identify new prospects for Eastman, as needed.

Other Duties as Assigned (10%)

- Due to the fluid nature of Eastman Advancement's projects and priorities, other assignments arise on a frequent basis. These projects will be assigned on an individual basis.

Requirements:

Bachelor's degree and at least seven years of development experience, focusing on major gifts at a university or college, or an equivalent combination of education and experience.

Skills:

- Excellent time/territory management skills. Preference for individuals who have experience with, and a passion for, working "on the road."
- Strong interpersonal skills and evidence of interest in, and ability to, work effectively with volunteers and solicit annual and major gifts.
- Strong capacity for collaboration.
- Intelligence and evidence of ability to work well independently, as well as with Advancement colleagues, faculty, and staff.
- Ability to manage complex projects and to effectively manage detail.
- Solid skills in written and oral communication.
- Excellent computer skills and experience in Microsoft Office software and ability to learn OASIS prospect management system.
- Flexibility – given the changing demands of executing a capital campaign, responsibilities within this position may change