Overview:

The Associate Director of Advancement reports to the Senior Director of Advancement for the Wilmot Cancer Institute (WCI) and works closely with volunteers to coordinate and strategically manage the community events program. The Associate Director is also engaged in fundraising, stewardship, communication, and other activities. The Associate Director will manage a small portfolio of prospects relative to community events activities.

The Associate Director will bring the following qualities to his/her role:

- Use resources strategically and think broadly about creating impact and raising community awareness
- Provide exceptional service to all customers, and be committed to excellence in everything he/she does
- Bring energy, enthusiasm and strategy to his/her daily activities
- Focus on his/her goals, overcome obstacles to collaboration, ask often and well, be pragmatic, think creatively, share ideas, support the team
- Be donor centric by listening to donor's interests and motivations, understand the donors’ values, be personable, and provide extraordinary stewardship by demonstrating impact
- 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 supportive team environment

Principal Duties:

Under the direction of the Senior Director, WCI, the Associate Director will devote his or her time accordingly:

55% Warrior Walk: Wilmot Cancer Institute’s Signature Community Event

- Manage all aspects of WCI Warrior Walk including logistics, sponsorships, team recruitment, vendor relationships and event committee management.
- Lead a volunteer event committee dedicated to supporting various components of the Warrior Walk.
- Solicit and retain corporate sponsors for Warrior Walk.
- Be focused on strategies for ongoing team recruitment and continuous growth of the event.
- Manage small “feeder” events that raise awareness for the walk and encourage team recruitment efforts in the months leading up to the walk; Activities include but are not limited to: Survivor’s Night, Dine Out, and Wear Jeans Days/Warrior Days.
- Be externally focused – devise and execute year-round strategies that will aid in the growth of the event and elevate the prominence of Warrior Walk in the community such as: speaking at Rotary Club and other civic organizations meetings, tabling at public events.
market, corporate speaking/engagement activities, partnering with other leading cancer organizations in the community.

- This person will be the “face” of this event – be enthusiastic, magnetic – the positive driving force behind the event.

30% **Third Party Community Events**

- Primary point of contact working with external third-party community groups who wish to raise funds for the Wilmot Cancer Institute.
- Review practices, provide advice and guidance, and represent the Wilmot Cancer Institute at events if required or coordinate faculty/staff/volunteer representation.
- Coordinate check presentations, facilitate engagement opportunities between third-party volunteer groups and faculty as appropriate.
- Identify/introduce individuals or groups that may have major gift potential to Senior Director, WCI.
- Oversee the ordering of promotional items for the community group program and the Wilmot Cancer Institute Advancement Team.
- Coordinate third-party community event mixer to foster camaraderie and support between community groups and strengthen affinity for WCI.

10% **Wilmot Cancer Institute Board of Advisors - Community Events Subcommittee**

- Oversee activities of the community events subcommittee to the WCI Board which largely focus on fostering support for the Warrior Walk
- Connect WCI Board members with community groups as appropriate for speaking engagements or volunteer representation as requested.
- Partner with Senior Director, WCI, to devise specific strategies for Board and committee engagement

5% **Other Duties as Assigned by Senior Director, WCI.**

**Requirements:**
The Associate Director for Community Events must have a Bachelor’s degree and a minimum of 5 to 7 years of experience in development, preferably in higher education. Candidates with transferrable skills will be considered.

**Skills:**
Requires a positive attitude, a high energy level, and a passion for grassroots, community-based fundraising efforts. Strong organizational and planning skills. Ability to travel locally to events as required. Flexible schedule – early mornings, evenings and some weekends will be required. Ability to adapt to a wide range of diverse personalities and varying levels of positions within the medical center, corporate and community environments. Team player attitude and a sense of humor are essential.