

THE UNIVERSITY OF ROCHESTER  
JOB DESCRIPTION  
PG 58

Senior Director of Advancement, River Campus Libraries  
Arts, Sciences & Engineering Advancement

**Overview:**

The Senior Director of Advancement for the River Campus Libraries will develop a thorough knowledge of the River Campus Libraries, including its programs, facilities, and constituencies. The Senior Director of Advancement will play a key role in fundraising and events for River Campus Libraries. S/he will be the primary liaison role between the Dean of River Campus Libraries and University Advancement. The Senior Director of Advancement will report regularly on annual fund, major gift and principal gift activity. S/he will support the Dean of River Campus Libraries in the mentoring and partnership of the Library Advancement Program Manager.

The Senior Director of Advancement will manage a robust portfolio of major gift and leadership gift prospects. Extensive travel is required to appropriately cultivate, solicit and steward these prospects. S/he will carry a portfolio of approximately 100- 150 prospects and will be occasionally focused on programmatic aspects of Advancement on behalf of the Dean of River Campus Libraries. In addition, it is required that this staff member provide oversight of any pertinent annual fund operations related to the Libraries.

The Senior Director of Advancement will help mobilize the resources of the Libraries in support of University Advancement efforts and make appropriate recommendations to the Dean and the Dean's senior staff concerning their roles and involvement in the identification, cultivation or solicitation of donor prospects. S/he will staff the Dean and other key staff in donor relations opportunities. S/he will work collaboratively with all Advancement offices to assure they are appropriately and effectively mobilized in pursuit of these objectives.

The Senior Director of Advancement will be the primary staff member for the River Campus Libraries National Council. This includes managing frequent communication with the Council members, recruiting new members, and planning and executing meetings.

The Senior Director of Advancement will plan and execute events in conjunction with AS&E event planning staff, alumni relations, donor relations, or regional gift officers, as necessary.

The position reports to the Associate Vice President for University Advancement and AS&E.

### **Specific Responsibilities:**

With executive guidance and policy:

- 70% Effectively manage a major prospect solicitation pipeline. Initiate and/or strengthen relationships with major gift prospects (30%); create strategies for and solicit donors capable of contributing gifts of \$100,000 or more (20%). Initial work will likely involve a high number of identification and qualification visits (20%).
- 10% Develop coordinating activity with other central units (principal and leadership gifts, annual fund, alumni relations, admissions) as well as school/community based programs and the Regional Team to manage relationships that result in major gifts.
- 10% Either individually or in cooperation with support staff, continuously update the prospect management database with information related to donor strategies, contacts and results.
- 10% Manage the River Campus Libraries National Council. Work with Special Events team members on the logistics and coordination of information, agenda, materials, guest speakers and follow up.

### **Requirements:**

Bachelor's degree and a minimum of seven years of relevant experience. Preferably ten years of administrative experience with at least five years in development work at an educational institution including experience soliciting gifts or closely-related experience and clear evidence of a thoughtful decision to move into development work. Master's degree preferred.

Evidence of ability to work effectively in a complex university setting and to work effectively with faculty, administrators, volunteers and distinguished major prospects.

Excellent skills in written and oral communication.

Strong collaborative skills.

Sufficiently well-organized to deal effectively with donor stewardship issues and "moves" to advance donors according to a plan.

Strong skills in written and oral communication.

