

## Position Description

### **Director of Advancement UR Medicine: Highland Hospital Grade 58**

#### **General Purpose**

The Director reports to the Executive Director of Advancement for Highland Hospital and URMCAffiliates and is responsible for identifying, cultivating and soliciting gifts in support of clinical, facility, education and research priorities primarily at Highland Hospital and secondarily, other UR Medicine sites. The primary prospect pool will be past donors, Highland patients/their families, UR Medicine patients/their families, and Highland's corporate partners. The Director will work both independently and in concert with University and University of Rochester Medical Center (URMC) Advancement colleagues, hospital leadership, Highland and UR Medicine providers and staff, and Highland volunteers to strategize, solicit and steward gifts to support Highland priorities.

In conjunction with the Executive Director and appropriate University and URMCAffiliates Advancement colleagues, he/she will develop and implement strategies to identify, cultivate and solicit philanthropic gifts to support Highland Hospital, following all HIPAA regulations. The Director will participate in and/or represent Highland and the Medical Center at events as needed. The Director will qualify and develop a portfolio of prospects, the number of which will be determined in collaboration with the Executive Director. The Director will work to achieve goals for prospect contacts and visits, solicitations, dollars raised and other measures of gift officer performance with an emphasis on major gift prospect qualification and leadership annual giving support. Progress against metrics will be measured throughout the year.

#### **Specific Responsibilities**

With broad latitude for independent judgment, and in coordination with the Executive Director and URMCAffiliates Advancement team, the Director will:

- 70% Identify, meet, qualify, cultivate and solicit potential donors, primarily in support of Highland Hospital
  - (60%) Qualifies, cultivates, solicits identified prospects through personal visits and contacts
    - With special emphasis on patient referrals from Philanthropy Champions and physician/nurse partners
  - (20%) Supports the Constituent Engagement team and Executive Director with event support focused on committee management and sponsorships
  - (20%) Maintains regular contact with qualified prospects through visits, correspondence, and personal calls to cultivate, solicit and steward. Ensures appropriate donor recognition for gifts/donors.
  
- 15% Partner and work closely with patients, Program Medical Directors, Highland Hospital Directors, department chairs, division chiefs, hospital staff, nursing staff, Nurse Managers, Director's offices, and key physicians across all areas throughout UR Medicine to build positive and productive relationships
  
- 10% Actively use OASIS and MAS systems in the cultivation and identification of prospects, event attendees, donors, and patient referrals. Prepare contact reports following visits and events. Prepare progress reports as required by the Executive Director.

- Partner with Advancement Services to generate ongoing reports

5% Perform other duties as assigned by the Executive Director.

### **Basic Requirements**

The Director must have a Bachelor's degree and at least seven years of relevant experience, or the equivalent. Development experience in a health care setting or university is preferred.

### **Skills**

Other attributes needed are the ability to:

- Confidently and comfortably communicate by phone, with the ability to make a large volume of calls
- Plan, implement, and analyze a prospect qualification program
- Travel in the Rochester region; work during evening and weekend hours, when required.
- Work effectively with a wide variety of constituents, including patients and their families, physicians, board members, volunteers, and advancement colleagues
- Demonstrate strong written and verbal communication and organization skills
- Use empathy and discretion when working with sensitive situations
- Demonstrate a positive attitude and strong sense of personal integrity and work ethic
- Demonstrate a working knowledge of Excel, Power Point and Word
- Work and thrive in a dynamic team-based environment
- Navigate a complex organization