

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

The Director of Advancement reports to the Executive 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. Regular travel to specified regions is required. 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 in the middle of an ambitious capital campaign in honor of its centennial. This position will be critical to the success of the effort by engaging constituents in specific regions through the centennial campaign. 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:

Major Gift Fundraising (90%)

In conjunction with the Executive Director and appropriate Advancement colleagues, the Director of Advancement develops and implements strategies to identify, cultivate, and solicit major gifts (\$100K+ level) and George Eastman Circle gifts from alumni, donors, and prospects. Responsibilities include, but are not limited to:

- (75%) Initiate and/or strengthen major gift relationships and create solicitation strategies for major gift donors:
 - Manage Eastman advancement activity in specified regions.
 - Partner with University-based regional teams to maximize impact and exposure
 - Perform a minimum of 130 personal visits per year and maintain consistent, regular contact with donors and prospects via telephone and email
 - Plan and help execute events to engage/steward current constituents and develop new donor relationships
 - Build relationships and work closely with Eastman faculty, staff, and alumni volunteers to identify, cultivate, solicit, and steward prospects
 - Actively use the OASIS donor database to:
 - Prepare and record contact reports following visits and events
 - Maintain and manage portfolio and develop a donor pipeline with up-to-date strategies documented in OASIS

- Prepare progress reports toward operational plan objectives
- (5%) Grow the pipeline of future major gift donors by securing memberships to the George Eastman Circle, the University's leadership annual giving society
- (5%) Identifying volunteer roles for alumni, donors, and prospects and working with volunteers to identify new prospects for Eastman, as needed.
- (5%) Participate in Reunion and Alumni Relations events and activities, as needed

Other Duties as Assigned (10%)

- Due to the fluid nature of Eastman Advancement's projects and priorities, and the changing demands of executing the centennial campaign, other individual and team-based assignments will arise.

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
- Desire to collaborate and contribute to team's overall success
- 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 written and oral communication skills
- Excellent computer skills and experience in Microsoft Office suite; ability to learn OASIS prospect management system
- Flexibility, proactivity, and thoughtfulness will be key to successfully navigating this role