Job Description

Job Title: Associate Director of Development

Functional Job Title: Associate Director of Development, Medical Center DRT– Office of Annual Giving Programs (AGP)

Date: 3/1/2022  
Code:  
Grade: 56

Supervised by: Director of Development

Description and Responsibilities

The Associate Director works closely with the Director of Development on direct marketing annual giving campaigns for URMC units to achieve fiscal year dollar and donor goals within an approved budget. Manages a portfolio of select Medical Center units for which s/he is responsible for planning and executing all direct mail and email solicitations of relevant donors, grateful patients, academic alumni, and community members. Serves as direct AGP liaison with units in portfolio and represents those units' interests within AGP. Directly supervises one Graduate Student Program Assistant. As part of the AGP team, is responsible for the total annual giving results.

Associate Director specific responsibilities:

50% - Create and implement long and short-term strategies for assigned unit campaigns as a part of overall Annual Giving Department plan for the fiscal year. Responsible for achieving goals for assigned URMC units. Includes:

- Work closely and directly with assigned unit staff, department heads and directors to coordinate a year-long plan of solicitations, communications and timelines, while maintaining a consistent image and message.
- Through ongoing meetings and conversations, build and maintain positive relationships with internal and external partners, unit staff, physicians, PR and marketing staff, designers, and vendors.
- Within the unit plan, develop and oversee mail, email and web campaigns for assigned units.
- Write and edit copy for all direct mail and electronic appeals.
- Manage creative process of solicitations, selecting and working with designers, printers and mail fulfillment vendors.
- Interview grateful patients as necessary for appeals and develop written copy. Acquire signed HIPAA release forms from grateful patients being featured in solicitations.
- Manage internal and unit-based approval process, working closely with our unit partners, and department heads.
- Use analytics to guide campaigns and budget allocation for each project.
- Work with internal and external mail house vendors on executing mailings.
- Periodically conduct benchmarking research to refine messaging and solicitation strategies.
- Analyze program results throughout the year and recommend changes to achieve goals.
Present quarterly reports throughout the fiscal year to unit contacts. Present to unit leadership on annual giving efforts as needed/requested.

Review and refine reporting mechanisms to maximize analysis of annual giving efforts. Create ad-hoc reports as needed.

Primary point of contact/liaison with fundraising units and with campus partners (marketing groups, for example) on digital fundraising initiatives, most notably the annual Day of Giving.

Collaborate on all-annual giving projects and solicitations.

25% - Data Management and Analysis: Working with the Director, the Assistant Director takes a lead role in data management for all URMC units. Includes:

- While being extremely cognizant of all mailing schedules and deadlines, request, cut, review, and transport data for all appeals.
- Strategically cut/prepare data based on segmentation parameters, target audiences, and unit goals to achieve maximum dollar and donor results.
- Guide the Assistant Director as s/he edits for accuracy, sends to unit staff for review, assigns strategic ask amounts and coding, suppresses appropriate lists, and securely uploads to appropriate vendor.
- Review, track, analyze, and report solicitation results, including comprehensive quarterly AGP reports; make recommendations to unit staff; update plans as needed.
- Determine segmentation strategies for each mailing to achieve maximum dollar and donor results.
- In conjunction with the Oasis reporting team, develop reports, request data, and test data as appropriate.

15% - Liaison with Academic Medical Campus engagement efforts

- consult on and prepare materials (scripts, for example) for telethon program for academic medicine fundraising units (EIOH, SMD, SON).
- advise on and participate in alumni engagement efforts adjacent to annual giving (for example, I Heart Rochester, Reunion Communications, etc.)
- Assess or develop assessments of alumni giving such as participation rate for academic-medicine units, potentially to include more granular detail (base don class year, decade, or area of giving).
- Work with DRT colleagues to adapt alumni marketing to a Medical-Campus specific audience.
- Conduct or assist with interviews and engagement of alumni of academic medical center to develop marketing and fundraising collateral.

10% - Other

- Coordinate with internal/external staff to create ads for unit-based publications
- Research and request to attend at least one professional conference each year
- Participate in webinars—as time allows—related to direct marketing to stay up-to-date on the latest trends and strategies
- Conduct calendar year-end and fiscal year-end LYBUNT calling to a group of donors assigned by the AVP of Annual Giving; ask donors to renew their support over the phone
5% - Other responsibilities as assigned.

Requirements:

A Bachelor’s degree, or equivalent experience, is required. Ideally the candidate will have at least 5 years of development and/or direct marketing experience. General knowledge of medical center fundraising is also preferred. Candidate must be well-organized and attentive to detail, possess excellent communication and writing skills, and have the ability to work within a complex organization, exercising tact and discretion in communicating to senior fundraising professionals and campus partners that could include division administrators, chiefs, and department chairs.