

## **Position Description**

### **Director of Advancement, Wilmot Cancer Institute *University of Rochester Medical Center***

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#### **Overview:**

The University of Rochester Medical Center is the largest contributor to the University of Rochester's philanthropic goals. Engaging prospective donors and securing major gifts are the primary focus of medical center advancement and for the position of **Director of Advancement, Wilmot Cancer Institute**. Key objectives for this position include:

- Further strengthen existing relationships between the Wilmot Cancer Institute (WCI) and its major donors;
- Establish and strengthen relationships with newly identified major gift donor prospects for WCI through the grateful patient fundraising program and through Wilmot's signature events, such as the Discovery Ball.
- Establish solid partnerships with cancer center leadership including the Director and Associate Directors to fully understand cancer research funding priorities.
- Proactively work with fundraisers on other fundraising teams, such as the Regional Program and Gift Planning team, to develop donor relationships with WCI.
- Close new major gifts of \$50,000 or more for WCI and the Medical Center; and raise awareness of the superior level of care and expertise offered by the Institute and URM.
- Collaborate with the Executive Director of WCI Advancement to manage the WCI Advancement Committee

The Director will carry a portfolio of approximately 120 qualified prospects and make a minimum of 150 face-to-face visits per year, including 30 solicitations, of which 15 should be major gift solicitations. Key performance metrics will be: Visits, Qualification Visits, George Eastman Circle & Major Gift Solicitations, Dollars Raised, and Discovery Ball sponsorship commitments.

The Director is expected to be a full and active member of the Wilmot Cancer Institute team and of the broader university and medical Advancement team – participating in strategy and planning, contributing their ideas and counsel. The Director will report to the Executive Director of Advancement for the Wilmot Cancer Institute and will work in a disciplined and focused way to identify, cultivate, and solicit major gifts, primarily from grateful patients and/or families.

#### **Principal Accountabilities:**

Under the direction of the Executive Director of Advancement for the Wilmot Cancer Institute, the Director will be focused as follows:

- 90% Total effort for Director fundraising includes: actively identifying, cultivating, soliciting, and stewardship of donors, while working in conjunction with other University offices and colleagues to maximize philanthropic revenue. Effectively utilizes WCI/medical center leadership, faculty and key volunteers to cultivate, solicit and steward major gift prospects. This may include travel.
  - 30% Effectively manage a major prospect solicitation pipeline. Initial work will likely involve a high number of identification and qualification visits.
  - 30% Initiate and/or strengthen relationships with major and special gift prospects while remaining HIPAA compliant.
  - 30% Create strategies and individualized solicitation plans for prospective donors.
- 5% Work with Advancement and University Colleagues on event sponsorship strategy and execution with WCI event managers.
- 5% Either individually, or in cooperation with support staff, continuously update the prospect management database with information related to donor strategies, contacts and results. Other duties as required by the Executive Director of Advancement for the Wilmot Cancer Institute and, Senior Associate Vice President.

## **Requirements**

- Bachelor's degree is required with 7-10 years of development or major gifts experience at a university, college or medical institution, or an equivalent combination of education and experience.

## **Skills:**

- A track record of success in individual fundraising for gifts of \$50,000 or more, preferably in an academic medical setting and experience in cultivating and soliciting prospects.
- Broad knowledge of the principles of fundraising – able to participate in all aspects of the gift cycle: (1) to initiate contacts with potential donors; (2) to develop appropriate cultivation strategies for them, including working with volunteers and senior university administrators; (3) to move potential donors in an appropriate and timely fashion toward solicitation and gift closure; (4) to make solicitations when appropriate; (5) to maintain stewardship contacts with donors.
- Ability to work in a complex environment and be a team player.
- A strong commitment to the mission of WCI.
- High level of focus and goal-orientation.

- Individuals with related experiences will also be considered.