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## **DIRECTOR, UNIVERSITY RELATIONS & CAPITAL CAMPAIGNS JOB DESCRIPTION**

The Director, University Relations and Capital Campaigns reports to the VP University Relations and provides strategic support to the Vice President. Taking a portfolio-wide approach, the position assists with the tracking and reporting of metrics for Envisioning 2030; liaises with a broad range of offices across the University, manages the Chancellor's office, as well as internal and external stakeholders including senior government, private industry and donors to develop and foster positive relationships and lead strategic projects, as required. The Director will leading the administrative and operational functioning aspects of the portfolio, including the planning and coordination of administrative procedures and systems, operating budgets and human resources plans.

In conjunction to supporting the University Relations portfolio, the Director will lead the strategic direction for multi-year institutional capital fundraising campaign activities to meet capital project and operational revenue targets to support the overall advancement of the University.

The role increases fundraising revenues of the University Relations portfolio and provides advice and consultation with transformation institutional priorities into actionable fundraising goals. The role works with external consultants on feasibility studies and campaign planning, as well as internal (CapU) and external (Campaign, Consultants, etc.) constituents and partners on the development of campaign plans and resources. The position collaborates closely with the Director, Philanthropy and Alumni Relations and the staff, MDX, Communications, Facilities, Finance, as well as Faculties, Deans, VPs, and other university leaders to develop cases for support, build fundraising plans, engage campaign leadership volunteers and initiate supporting stewardship plans. May act in a variety of capacities on the instruction of the Vice President, University Relations.

### **ILLUSTRATIVE EXAMPLES OF DUTIES**

#### **Strategic Planning**

Coordinate and manage proactively University Relations' strategic and integrated planning process:

- advise on the design and implementation of University Relations' measurement metrics,
- work with the University Relations Leadership Team (URLT) to develop action plans related to E2030 and Illuminate 2030 and support integrated planning,



- monitor all goals and actions and prepare regular reports for the Vice-President, University Relations and for discussion/action with URLT on progress towards the goals and actions,
- Assist in the implementation of cross-department business processes required to support University Relations.
- At the discretion of the Vice-President, University Relations, serve on/lead strategic committees and working groups to represent University Relations (e.g.: university-wide initiatives, strategic working groups, conferences, etc.) and/or the University as a whole.
- Assist the Vice President, University Relations with strategic planning sessions or development with URLT Team.
- Research emerging trends, developing legislation and industry best practices to assess alignment of University Relations' operations and stakeholder relations strategies with these developments.

### **Stakeholders, Donors & Partnerships**

- Identify opportunities and linkages that would advance University Relations and the University's initiatives,
- Generate research and create recommendations for appropriate course of action for potential partnerships,
- Prepare briefing notes for the President, Vice-President, University Relations and other senior leadership in preparation for meetings and events involving stakeholders, prospective donors and donors from both the University's internal and external communities.
- From time-to-time, undertake a coordinating role on behalf of the Vice-President, University Relations, on initiatives that link Capilano University and the wider community (e.g.: milestone events, annual celebrations, outreach programs, etc.).

### **Capital Campaigns**

- • Work with the VP, University Relations, possible consultants, on the feasibility study, develop campaign strategy, and set campaign sub-goals,
- Develop and execute a strategy for all capital campaigns including stewardship plans,
- Identify prospects on the individual, corporation, and foundation levels,
- Identify and cultivate campaign committee members working with the Director, Philanthropy & Alumni Relations,
- Provide leadership to assure that campaign communications and cultivation events and activity plans are met,



- Plan and run campaign committee meetings
- Manage visits and solicitations with the President, VP University Relations, campaign committee or board members
- Manage and write any grant application in conjunction with Philanthropy and Alumni Relations and other volunteers,
- Create and edit campaign communications, such as acknowledgments, follow-up letters, and newsletters, media announcements, invitations and stewardship reports,
- Devise and manage logistics for campaign events such as cultivation events, groundbreaking and opening events coordinating with the appropriate teams for assistance.

### **Reporting & Budgeting**

- Coordinate the content and manage proactively the creation of standard reporting packages as directed by the Vice-President, University Relations.
- Prepare University Relations budgets and assess on a regular basis; monitor expenditures and recommend strategies for financial efficiencies.
- Ensure consistent financial management processes across University Relations.
- Oversee contracts and related processes such as RFPs, for outsourced consultancies and services.

### **Infrastructure & Resources**

- Assist the Vice-President, University Relations in oversight of the space and associated infrastructure needs of University Relations and other areas under the Vice-President, University Relations purvey.
- Foster an environment that supports individuals in their professional growth and reinforces the value of teamwork.
- Develop and maintain appropriate policies, procedures, and business practices in support of University Relations.

Perform other duties as required.

## **REQUIRED KNOWLEDGE, ABILITIES AND SKILLS**

### **Business Management**

- Proven strategic development, planning and implementation skills.
- Project management skills to oversee complex projects, improve business processes and support change.



- Knowledge and experience in fiscal and resource planning and tracking.
- Demonstrated research skills.
- Ability to think creatively and conceptually, a creative problem solver with highly developed analytical and decision-making skills.
- Ability to remain nimble as long-term and short-term priorities evolve
- Demonstrated understanding of University Relations Fundamentals.
- Thorough knowledge of and professional commitment to university policies, ethics and regulations.
- Solid technology skills
- Ability to handle multiple, simultaneous, and complex tasks and projects involving a diverse range of constituencies effectively and efficiently

### **Relationship and Communication**

- Possesses the confidence and communication skills to establish effective relationships with diverse stakeholders within the Office of University Relations and across the University.
- Proven ability to communicate professionally, tactfully, sensitively and persuasively, on paper and in person, with all levels, internally and externally, of stakeholders.
- Comfortable reaching out across the faculties, departments, and service units.
- Ability to effectively manage internal stakeholder individuals and groups.

### **Business Maturity**

- Demonstrates an honest, open and consistent approach to working with others in the organization.
- Able to negotiate and facilitate resolution to complex issues.
- Remains calm in situations of tension and complexity.
- Ability to be highly responsive and flexible.
- Ability to maintain confidentiality, to use independent judgment to manage and impart confidential information.
- Ability to maintain a high degree of confidentiality and to handle sensitive issues with tact and diplomacy.
- Able to think and act independently, see the broad implications of events, anticipate issues and potential problems, and skillfully manage contentious interactions.
- Flexibility on workload and timing issues.

### **MINIMUM QUALIFICATIONS AND EXPERIENCE**

- Bachelor's degree and minimum 15 years' related experience in areas such as university development operations, integrated planning, budget creation,



designing and implementing fundraising campaigns of \$5M +, and providing advice and consultation to senior leadership and leadership volunteers, or an equivalent combination of education and experience.

- Excellent interpersonal and communication skills.
- Excellent organizational and strategic and project management skills.
- Excellent decision-making skills.
- Excellent budget planning and financial management skills.
- Excellent organizational design and time-management skills.
- Excellent analytical reasoning and problem-solving skills.
- Expert knowledge of fundraising campaign design and implementation.