

Classification	Administrator
Original Date:	August 2024
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Pay Group:	10

## **JOB DESCRIPTION –MANAGER, FUNDRAISING**

### **NATURE AND SCOPE OF WORK**

The Manager, Fundraising, Philanthropy & Alumni Relations plays a critical role in the development and delivery of fundraising and donor stewardship initiatives that secure financial support and build internal and external relationships that enable the University to fulfill its Envisioning 2030 and Illuminating 2030 goals and priorities.

Reporting to the Director, Philanthropy and Alumni Relations, the Manager, Fundraising works collaboratively with the Manager, Philanthropy & Alumni Relations, the Philanthropy & Alumni Relations team, University Relations portfolio members, as well as faculty, staff and leaders from across the University.

The manager is responsible for revenue growth across all fundraising channels, including, but not limited to sponsorship, annual appeal solicitations, major gifts, and key signature fundraising events.

In addition to managing their assigned donor portfolio with fundraising goal, the Manager will also manage a team of three, consisting of the Philanthropy Officer, Leadership Giving, the Philanthropy Officer, Corporate Relations & Sponsorship and Fundraising Communications & Research Specialist.

In support of the department's annual fundraising goal, the Manager will oversee the development and execution of an annual strategic fundraising plan incorporating major giving and sponsorship channels, annual communications plan, annual fundraising and stewardship program of events (in-person, virtual, and hybrid) as well as activities and initiatives focused on building reputation and furthering the University's identified priorities.

### **ILLUSTRATIVE EXAMPLES OF DUTIES**

- Cultivates and maintains relationships with individual donors, foundations, and other philanthropic entities to secure significant gifts and ongoing support.
- Identifies and engages prospective donors, developing tailored cultivation and solicitation strategies to align their interests with the University's priorities.
- Develops and implements strategies for major gift solicitations, including personalized proposals, donor visits, and stewardship plans.
- Ensures that all communications maintain reputation and are on brand and in-line with the University's Envisioning 2030 plan.
- Creates and executes an annual Philanthropy communications plan with built in KPI goals that include fundraising appeals, stewardship impact reporting and surveys.
- Collaborates with the University's Marketing and Digital Experience (MDX) team to build a brand identity for the Foundation, identifying integrated communications opportunities, and developing collateral to: effectively steward donors and communicate impact; and cultivate and solicit prospects with engaging and compelling fundraising materials.



- Ensures project timelines are met.
- Creates tailored presentations and pitches for potential corporate partners, demonstrating alignments, benefits and impact of partnerships in a clear and concise manner in-person or virtually.
- Identifies beneficial and appropriate strategic alignments with corporate partners and prospects with the goal of establishing sponsorships that meet the goals of both the University and the corporate partner.
- Prepares and manages detailed event critical paths for the execution of a variety of Philanthropy signature and stewardship events.
- Negotiates contracts with internal and external partners and vendors and builds out expense budgets, revenue forecasting, KPI and ROI analysis, timelines, and procedures.
- Creates and manages detailed expense budgets along with revenue forecasts for all fundraising events, as well as providing post event analysis of qualitative results and fiscal ROI.
- Working with the Manager, Philanthropy and Alumni Relations, engages with select alumni and other internal and external community members to identify, cultivate and solicit gifts.
- Provides strategic direction and support to direct reports, that include the Philanthropy Officer, Leadership Giving, Philanthropy Officer, Corporate Relations & Sponsorship, and the Fundraising Communications & Research Specialist in their respective roles.

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

- Ability to exercise a high level of diplomacy, tact, mature judgement, confidentiality, and discretion in both internal/external client and stakeholder interactions.
- Able to work independently and as part of a team.
- Ability to work flexible hours (including early mornings, evenings, weekends) and/or long hours.
- Ability to drive and/or secure transportation within the Lower Mainland to work both at on-campus and off-campus event venues.
- Provides guidance and mentorship to direct reports, encouraging or directing the provision of training development and evaluating performance.
- Ability to work in a fast-paced environment and quickly adapt to changing event requirements and unforeseen occurrences.
- Ability to develop effective relationships both internally and externally.
- Exceptional English language written and verbal communication skills with the ability to effectively interface with senior management, Board members, partners, donors, community members, faculty and staff.
- Excellent knowledge of fundraising events and audience engagement principles, and industry best practices for event management.
- Ability to direct, research, analyze and compile data to support strategic decision making
- Good knowledge of audio-visual requirements and logistics for events.
- Excellent marketing skills, including demonstrated writing and editing experience.



- Ability to create compelling sponsorship opportunities that result in successful solicitation and long-term retention of partnership through stewardship excellence.
- Excellent knowledge of integrated traditional and digital communications including web, print, social media (e.g., Twitter, Facebook, LinkedIn).
- Proficient in the use of applications and systems that enable collaboration and project management (e.g. Eventbrite, Word, Excel, PowerPoint, Asana, Outlook Email etc.).
- Ability to work cooperatively with event partners, senior university administrators, faculty, staff, students, alumni and corporate partners, in a variety of settings.

#### **REQUIRED TRAINING AND EXPERIENCE**

- Bachelor's degree or equivalent combination of education, training and experience may be considered.
- CFRE credential an asset.
- Minimum five years of experience in fundraising for five- and six-figure gifts.
- Successful track record in the solicitation and fulfillment of corporate sponsorship
- Experience staging large, high-profile events and managing multiple events simultaneously.
- Experience supervising and managing teams of three or more individuals, in a union environment an asset.
- Experience in post-secondary environment preferred.

#### **Special Considerations:**

- Position involves some moderate lifting.
- Some provincial travel may be required.