

Class No.:	Administrator
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PHILANTHROPY MANAGER, ANNUAL & CORPORATE RELATIONS

NATURE AND SCOPE OF WORK

The Philanthropy Manager, Annual & Corporate Relations performs a critical role in the development and successful delivery of fundraising, philanthropic and alumni events and communications designed to enhance the profile and support the fundraising goals and objectives of the Philanthropy & Alumni Relations team. This collaborative position manages all signature in-person, virtual, and hybrid event logistics and ensures that each is strategically aligned toward building fundraising revenues through excellence in cultivation and stewardship.

Alongside the event management, the incumbent also delivers a consistent targeted fundraising focus for all Foundation communications, overseeing the development and execution of a branded and integrated strategic communications plan for each fundraising channel including: Annual and Leadership segmented appeals and surveys, sponsorship proposals and fulfillment, and Philanthropy & Alumni event collateral.

Revenue generation through sponsorships is key to the growth and success of all philanthropic and alumni events. The Manager will guide and drive the strategic development for the sponsorship channel along with the Philanthropy Officer, Sponsorship. The Philanthropy Manager, Corporate Relations reports to the Director, Philanthropy and Alumni Relations and works collaboratively with the Manager, Alumni Relations, the Philanthropy team, University Relations, and key representatives across the University to ensure engagement and collaboration at all levels.

ILLUSTRATIVE EXAMPLES OF DUTIES

- Responsible for revenue growth in the areas of sponsorship, annual appeal solicitations, and key signature fundraising events.
- Ensures that all communications maintain reputation and are on brand and in-line with the University's Envisioning 2030 plan.
- Builds out, manages and executes an annual Philanthropy communications plan with built in KPI goals that includes fundraising appeals, stewardship impact reporting and surveys.
- Collaborates with MDX 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.
- Communicates and maintains project timelines, encouraging teams to meet deadlines and priorities while working on a number of competing priorities and initiatives concurrently.
- Able to tailor presentations and pitch 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 entities designed to optimize reach and philanthropic growth potential.
- Ensures the highest standards of stewardship and fulfillment are met for each corporate partner to retain partnerships and maintain the reputation of CapU as a stellar partner.



- Ability to work cooperatively with event partners, senior university administrators, faculty, staff, students, alumni and corporate partners, in a variety of settings.
- Able to direct and articulate complex audio-visual requirements and event logistics.
- Develops comprehensive strategic and integrated sponsorship plans and fulfillment obligations for Philanthropy and Alumni Relations.
- Prepares and manages detailed event critical paths in Asana for the execution of a variety of Philanthropy and Alumni Relations 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.
- Builds out and manages detailed expense budgets along with revenue forecasts for all fundraising events providing post event analysis of qualitative results and fiscal ROI.
- Keep CapU on the cutting edge of new, creative and novel strategies for corporate alignments.

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.
- Provides guidance and mentorship to direct report, 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.
- Influences information systems, policy and strategy working closely with philanthropy data analyst and data integrity team to enhance and optimize timely and accurate reporting.
- Has a good working knowledge of university policies, procedures, and protocols
- Excellent knowledge of fundraising events and audience engagement principles, and industry best practices for event management.
- Adept and able to research, analyze and compile data to support strategic decision making.
- Good knowledge of audio-visual requirements and logistics for events.
- Excellent attention to detail and a drive to aim for a high degree of accuracy and excellence.
- Able to keep a cool head under pressure with a solutions based attitude.
- Excellent communication (verbal, written, and presentation) and marketing skills, including demonstrated writing and editing experience and ability to pitch.
- Comfortable shaping compelling sponsorship opportunities that result in a 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 word processing, spreadsheet, presentation, project management, relationship management systems, and collaboration applications (e.g. Eventbrite, Word, Excel, PowerPoint, Asana, Outlook Email etc.).
- Is a self-starter with a can-do team oriented spirit and an openness to performing other related duties/projects as required.



REQUIRED TRAINING AND EXPERIENCE

- Bachelor's degree or equivalent combination of education, training and experience may be considered
- CFRE credential would be an asset
- At least five years of experience in fundraising, communications and staging large high-profile events and managing multiple events simultaneously.
- Successful track record in the solicitation and fulfillment of corporate sponsorship and related philanthropic communications.
- Experience supervising and managing staff.
- Experience in post-secondary environment preferred.
- Ability to work flexible hours (including early mornings, evenings, weekends) or long hours.
- Ability to arrange suitable transportation within the Lower Mainland to work both at on-campus and off-campus event venues