

Class No.:	Admin
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Pay Group:	10

MANAGER, PHILANTHROPY & ALUMNI RELATIONS

NATURE AND SCOPE OF WORK

The Manager, Philanthropy & Alumni Relations is responsible for developing and leading the execution of a robust communications, programming and cultivation strategy to drive alumni and community engagement, as well as support fundraising, with the goal of supporting the University's Envisioning 2030 and Illuminating 2030 goals and priorities. This role is pivotal in engaging alumni, fostering internal and external partnerships, and ensuring the reporting and operational requirements of the Philanthropy and Alumni Relations (PAR) unit are met.

Reporting to the Director, Philanthropy & Alumni Relations, the Manager will assist in creating and executing an innovative, comprehensive, and results-oriented three-year strategic plan focused on multi-year fundraising and alumni engagement programs to support academic programs, projects, capital campaigns, and initiatives. The role also includes managing events and program initiatives to engage alumni and provide continuous lifelong learning opportunities for CapU's outstanding alumni.

This role manages a team of three, which includes an Alumni Relations Officer, Data Analyst and Philanthropy Officer, Leadership Giving.

The individual also serves as a key liaison for the Capilano University Alumni Association (CUAA) and participates on relevant University committees.

ILLUSTRATIVE EXAMPLES OF DUTIES

Philanthropy & Alumni Relations

- Identify and build relationships with potential donors, alumni and community members, securing commitments for donations and/or participation in programming and events.
- Identify and secure partnership and revenue generation opportunities to support the growth of fundraising and alumni engagement programming.
- Develop strategies and initiatives to build a comprehensive suite of programming designed to engage specific segments of Capilano University's diverse and global alumni community.
- Oversee an annual calendar of alumni and philanthropy engagement activities and events, as well as engage and support key staff and volunteers to contribute time and expertise in support of the unit's engagement strategy.

- Identify, negotiate and manage alumni affinity partnerships, marketing initiatives and other alumni benefits.
- Collaborate with the Capilano University Alumni Association and act as a key liaison to achieve alumni engagement objectives and service outcomes.
- Develop annual communications, digital content, and marketing plan; create communications and marketing collateral in partnership with Marketing & Digital Experience (MDX); and ensure all messaging is on brand and in line with the University's branding guidelines.
- Ensure alumni and donor information and data is used in accordance with Provincial and Federal legislation. Work closely with team members to ensure integrity of data and alumni/donors information and records are accurate and up to date.

Operations

- Working with the Director, PAR, assist in developing the department's annual strategic and integrated plans.
- Manage both the Philanthropy and Alumni Relations' budgets and allocate resources in accordance with strategic priorities to meet the unit's objectives and support engagement and revenue growth.
- Provide guidance and overall general management to direct reports within the Philanthropy & Alumni Relations team by ensuring department goals and outcomes are met, offering optimal support for team members to carry out their duties, conducting performance evaluations, leading meetings as required, providing personal development opportunities and responding to personnel issues with empathy and professionalism.
- In consultation with the Director, Philanthropy & Alumni Relations, administer the collective agreement in relation to support staff, including participation in hiring, conducting performance evaluations as applicable, authorizing overtime, leaves and other similar requests, and representing management where required in various processes.
- Respond to requests for ad-hoc reports and data collection from both internal and external sources as appropriate.
- Liaise with Faculty and departments within the university to establish relationships and promote collaboration to achieve University priorities.
- Stay current with political, economic, social and educational trends that might have an impact on the Foundation and Alumni Association.
- Participate in university and departmental committees, conferences, or board meetings as required.
- Perform other related duties/projects and act on behalf of Director, Philanthropy & Alumni Relations as required.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Extensive knowledge of and experience with fundraising and community building strategies, practices, techniques, databases and programs.
- Excellent organizational, analytical and leadership skills.

- 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.
- Demonstrated ability to model appropriate professional, ethical and collaborative behaviors consistent with the responsibilities of this position.
- Supervisory or management experience, preferably in a unionized and/or public-sector environment.
- Ability to establish and maintain effective working relationships with all internal and external CapU community members, partners and donors.

REQUIRED TRAINING AND EXPERIENCE

- Undergraduate degree in a relevant discipline.
- Minimum 5-6 years of alumni relations, development operations and fundraising experience, including minimum 4 years' experience managing a team (union environment preferred)
- Demonstrated strategic, operational and financial planning experience.
- Experience working with a volunteer Board of Directors in public and/or non-profit organizations.
- Knowledge of post-secondary operations, policies and practices an asset.
- Experience leading alumni, community engagement and fundraising activities.
- Ability to work effectively in cross functional teams and to develop and sustain effective working relationships with students, faculty, staff, employers, volunteers, donors and community members.
- A demonstrated ability to work effectively with diverse communities and promote inclusion.
- Experience with the Microsoft Office suite of products.
- Experience with Customer Relations Management (CRM) systems (knowledge of Blackbaud/Raiser's Edge NXT is an asset).

REQUIRED LICENSES, CERTIFICATES AND REGISTRATIONS

- Driver's license and access to a vehicle required.

Special Considerations:

- As a manager, extended hours and weekend work may be required from time to time
- Position involves some moderate lifting, shipping and handling
- Some travel provincially, nationally and possibly internationally may be required.