

Class No.:	Administration
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JOB DESCRIPTION - DIRECTOR OF PHILANTHROPY AND ALUMNI

NATURE AND SCOPE OF WORK

The Director of Philanthropy and Alumni, through the University's annual Integrated Planning cycle, will create, execute, and evaluate philanthropic and alumni strategies that align with the University's priorities and ensure a diverse and sustainable engagement and revenue portfolio to support the University's purpose.

Reporting directly to the Vice President, University Relations, the Director of Philanthropy and Alumni develops and executes multi-year fundraising programs to support on-going academic programs, projects, campaigns, scholarships, bursaries, awards, and University initiatives.

Working with the Manager, Philanthropy and Sponsorship, they will create an innovative, comprehensive, and results-oriented three-year fundraising plan focused on annual fundraising, major giving, sponsorship, legacy giving, and fundraising events.

Working with the University's Alumni Relations Manager, the Director will develop a long-term strategy to engage and solicit Cap U's outstanding alumni. The Director guides members of the Philanthropy and Alumni Relations team (PAR) to ensure that relationship management and fundraising activities are coordinated and in alignment with university priorities and policies.

The Director will provide timely and relevant fundraising advice to the University's leadership team and support to the Vice President, University Relations, President, and other senior leaders in establishing donor and partner relationships and stewarding existing relationships. The individual will serve on the Capilano University Foundation and chair and/or participate in relevant committees for Philanthropy and Alumni relations within the University.

The individual is a seasoned fundraiser and people manager who can supervise and lead the Philanthropy and Alumni fundraising team, as well as inspire faculty, staff, volunteer leaders, and University constituents both inside and outside the University.

ILLUSTRATIVE EXAMPLES OF DUTIES

Fundraising

- Lead the Philanthropy and Alumni Relations team in establishing fundraising goals, strategies, benchmarks, and timelines; manages all fundraising and alumni deliverables.
- Develop and oversees execution of multi-year fundraising plan/strategy, in collaboration with internal and external constituents, to fully maximize all potential opportunities, that includes, but limited to:
 - Prospect development (Foundations, Corporations, Individuals),
 - Major gift donor recruitment,
 - Corporate sponsorship fundraising program, including employer gift matching,
 - The University's first annual Alumni fundraising program.
 - Endowment giving
 - Direct-donor campaigns,
 - Fundraising Special Event opportunities,
 - Donor and prospect communications,
 - Donor recognition program,
 - Donor relationship cultivation and stewardship,
- Identify and develop appropriate cultivation strategies in consultation with university leadership, philanthropy team, foundation board and CapU Alumni Association members.
- Identify and build relationships with potential donors, alumni and the community including securing commitments of donations and/or participation in events.
- Clearly articulate, prepare and promote a strong case for support that grows the donor base and giving level.
- Attend community events (representing the Vice President, University Relations in their absence and, as appropriate, the President), meetings, or conferences to promote university goals or solicit donations or sponsorship.
- Oversee Integrated Planning responsibilities/tasks for the PAR team, during the University's annual Integrated Planning cycle. This includes preparation of an annual plan, budget, and key metrics to make forecasts and evaluate ongoing performance.
- Develop and manage PAR unit's operating budget, ensuring fiscal responsibility and return on investment.
- Utilize database systems within a data-driven and evidence-based organization; experience with Raiser's Edge software is preferred.

- Oversee the development and implementation of policies and procedures for gift processing and timely donor acknowledgement, database management and financial reports.
- Identify areas for continuous improvement about related fundraising policies and procedures, while building support and structure for effective implementation and change management in Philanthropy and Alumni Relations.
- Performs tasks and other duties, as assigned, in keeping with the objectives of the University Relations portfolio.

Alumni Relations

- Responsible for oversight of the alumni relations strategy.
- Manages the Manager, Alumni Relations and supports and evaluates the alumni engagement program, including communications, benefits, and services to the university's 90,000+ alumni.
- Collaborates with the leadership of the Capilano University Alumni Association to achieve alumni engagement objectives.
- Ensures alumni information and data is used in accordance with Provincial and Federal legislation.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Experience establishing strong relationships with executive leaders and volunteer Boards/committees and of leveraging them effectively in the fundraising process.
- Working knowledge of fundraising best practices, emerging trends, and tools and technologies to support a variety of initiatives, including prospect research and digital campaigns.
- Familiar with CRA guidelines regarding tax advantages for different types of contributions by potential donors.
- Must have demonstrated knowledge and experience in creating strategic plans, setting directions while also implementing tactics and KPIs.
- Demonstrated ability to manage multiple priorities effectively and efficiently.
- Adheres to the highest ethical and personal standards of integrity; demonstrates empathetic disposition, and perseverance; reflects optimistic and positive attitude, and conveys sensitivity to needs of the donors.
- Evidence of leadership skills and knowledge of how to motivate, develop and mentor a fundraising team to increase performance levels.
- Demonstrated communication (written & verbal) and interpersonal skills.

- Must have the ability to exercise a high level of discretion and maintain confidentiality.
- Ability to gain trust and confidence of colleagues and constituents and able to work in a dynamic team environment.
- Ability to work with people from a variety of culturally diverse backgrounds and Indigenous Nations.
- Ability to act with independence of judgement with minimal supervision.
- Detail-oriented.

REQUIRED TRAINING AND EXPERIENCE

- Completion of a bachelor's degree is required.
- Seasoned fundraising professional with minimum of ten years of progressively responsible experience in a comprehensive non-profit fundraising program (educational sector preferred), including at least 4 years in a position with staff management responsibilities.
- A solid track record of personally securing 5 and 6 figure gifts from all constituencies; including first-hand experience in cultivation, solicitation and closing gifts.
- Experience in running and/or participating in a major capital campaign.
- CFRE designation is an asset.
- Thorough knowledge of Society legislation, CRA guidelines and regulations.
- Experience interacting with senior level business and community leaders.
- Experience in managing and coordinating activities involving volunteers.
- Experience with Raiser's Edge or other fundraising software required.