

Class No.:	
Original Date:	August 2024
Revision Date:	
Pay Group:	22

CLASS SPECIFICATION

FUNDRAISING COMMUNICATIONS & RESEARCH SPECIALIST

NATURE AND SCOPE OF WORK

The Fundraising Communications & Research Specialist supports the Philanthropy & Alumni Relations (PAR) team by creating compelling content and managing strategic communications, including content creation for campaigns, drafting and sending funding appeal emails, donor and alumni correspondence, and newsletters. The Specialist oversees the preparation of Donor Impact reports and collaborates with faculty, staff and PAR team members on the creation of grant proposals. Additionally, this role assists in prospect research and pipeline management, including producing donor profiles that inform and guide PARs cultivation and stewardship strategies. Reporting to the Manager, Fundraising, PAR, the Specialist provides support to the PAR team in managing all stages of the donor cycle to ensure exceptional stewardship and donor and alumni engagement.

ILLUSTRATIVE EXAMPLES OF DUTIES

Donor & Alumni Communications:

- Develop and implement communication strategies for donor and alumni engagement, including drafting, editing, and sending funding appeal emails, newsletters, and thank-you letters.
- Coordinate the content and creation of the annual donor impact report, ensuring all content is accurate, impactful, and well-prepared for timely delivery.
- Collaborate with the PAR team to craft narratives for various fundraising campaigns, events and initiatives, ensuring cohesive and consistent messaging.
- Assist in writing and preparing grant proposals to secure funding from foundations and other institutional donors.
- Monitor and analyze the effectiveness of communication strategies, making recommendations for improvements.
- Ensure all donor communications comply with university policies and best practices in donor relations.

Prospect Research and Pipeline Management:

- Conduct prospect research to identify potential donors, including individuals, corporations, and foundations. Ensuring all research is conducted with respect for privacy and data protection regulations.
- Maintain and manage a pipeline of new prospects and existing donors, ensuring accurate and up-to-date records.
- Synthesize and analyze prospect information to classify prospects according to linkage, interest, and financial capacity.
- Prepare detailed prospect profiles, lists, briefing materials and other ad-hoc requests for philanthropy officers and senior leadership.
- Lead prospect management activities, including prospect tracking, portfolio assignments and analysis, and pipeline management.
- Monitor local and national news for relevant information that may impact fundraising strategies and donor relationships.

Stewardship and Donor Engagement:

- Support the building and maintenance of long-term relationships with donors, ensuring they receive exceptional stewardship communications.
- Assist in developing strategies for donor recognition and acknowledgment.
- Provide support for organizing donor engagement and alumni events, both virtual and in-person, to foster strong relationships.
- Collaborate with other university departments to gather information and develop content for donor communications and reports.

Administrative and Support Functions:

- Support the updating and maintenance of donor records, ensuring data accuracy and confidentiality.
- Co-lead account strategy meetings, offering insights and recommendations based on communication and research findings.
- Assist in maintaining policies and procedures related to donor communications, prospect research and pipeline management.
- Support the CapU Honorary Degree and Faculty Emeritus selection process, providing research support and assembling biographies and nomination packages for the CapU Senate Tributes Committee.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Strong written and verbal communication skills in English, with the ability to effectively interface with senior management, partners, donors, community members, faculty, and staff.
- Excellent organizational, prioritization, and problem-solving skills.

- In-depth understanding of research methodologies, including data gathering, profiling, and, ideally, qualification processes
- Proficiency in Microsoft Office Suite, online databases, and internet research.
- Ability to analyze and synthesize information from multiple sources.
- Strong attention to detail and ability to handle deadlines and changing priorities.
- Ability to build trust and confidence with colleagues and donors.
- Knowledge of donor communication best practices, and prospect research and pipeline management techniques.

REQUIRED TRAINING AND EXPERIENCE

- Bachelor's degree, with a major in communications, marketing, business, or a related field are an asset.
- Three years of experience in fundraising communications, donor relations, and donor research.
- Knowledge of / experience with fundraising databases (e.g., Raiser's Edge) and online research tools.

REQUIRED LICENSES, CERTIFICATES AND REGISTRATIONS

- None