



Class No.:	
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Pay Group:	28

PHILANTHROPY OFFICER, CORPORATE RELATIONS & SPONSORSHIP

NATURE AND SCOPE OF WORK

The Philanthropy Officer, Corporate Relations & Sponsorship is responsible for the planning, implementation, development, and evaluation/reporting of the University's sponsorship program. The Philanthropy Officer, Corporate Relations & Sponsorship collaborates directly with the Philanthropy & Alumni team to ensure all sponsorship assets and activities are valued appropriately, coordinated and aligned with University policies and revenue goals. This position reports to the Director, Philanthropy & Alumni Relations and works collaboratively with all members of the Philanthropy and Alumni Relations team.

ILLUSTRATIVE EXAMPLES OF DUTIES

- Works collaboratively with the Director and Manager of Philanthropy and Alumni Relations and team budget owners, to identify and develop sponsorship values and assets across the University.
- Develops objectives and targets for annual sponsorships in partnership with a variety of internal and external partners for the approval of the Manager and Director of Philanthropy & Alumni Relations.
- Develops, implements, and coordinates the relationship management and data tracking of sponsor information in accordance with the departmental and University practices.
- Oversees and solicits sponsor prospects and is directly responsible for the solicitation of all annual sponsorships across the University in conjunction with department and university budget owners.
- Oversees all aspects of the fund development cycle with corporate and individual donors to ensure best practice in cultivation and stewardship activities.
- Moves potential sponsors in an appropriate and timely fashion toward solicitation and agreement. Works within University processes to develop and execute sponsor stewardship strategies to retain/renew commitments and maximize return on investment ROI for all sponsorships across the University and ensures sponsor stewardship activities are executed in a timely and appropriate manner.
- Designs and executes the annual sponsorship program in consultation with the Director and

Manager of Philanthropy & Alumni Relations using historic data to drive the development of strategic plans. Once the team has set the annual priorities and events plan the Philanthropy Officer, Corporate Relations & Sponsorship will steer the development of targeted communication and solicitation materials along with research and data mining to develop a prioritized prospect pool for qualification, cultivation and ultimately solicitation.

- The incumbent will be responsible for managing critical path timelines, KPI's, deliverables and timely sponsor fulfillment.
- Prepares training material and delivers training sessions to internal Philanthropy and Alumni Relations staff, administrators and other university employees related to enhancing knowledge on the University's sponsorship program, resources and programming related to sponsor engagement and revenue generation.
- Works with Philanthropy & Alumni Relations, Contract Services and Financial Services to establish agreements for sponsorships across the University.
- Safeguards the confidentiality of sponsor information and ensures all activities relating to the protection of personal information of donors are consistent with University policies and governing legislation. Works collaboratively with senior management and other departments to position the University as the charity of choice.
- Promotes and represents the University with potential sponsors and the community; conducts presentations to sponsors and participates in sponsor, donor, alumni and community events.
- Utilizes Raisers Edge NXT and other CRM management databases to track and manage confidential donor and prospect information; takes an active role in maintaining skills and keeping abreast of advancements in Raisers Edge NXT and other CRM management databases to support fundraising objectives.
- Performs other duties related to the qualifications and requirements of the position.
- May be required to take training and act in the capacity of a floor warden as part of the University's Emergency Preparedness Plan (Fire, W.H.M.I.S., Earthquake).

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Thorough knowledge of Office Word, Excel, Powerpoint and other project management programs, along with proficient social media and internet research skills.
- Thorough knowledge of fundraising legislation and regulations and considerable knowledge of Raisers Edge NXT and other fundraising CRM software.
- Considerable knowledge of the University and departmental policies and procedures.
- Ability to communicate persuasively, both written and verbal, with a variety of audiences.
- Ability to adhere to the highest ethical standards; demonstrates empathetic disposition and perseverance; reflects optimistic and positive attitude, conveys sensitivity to needs of donors.

- Ability to maintain a high degree of confidentiality and discretion and able to handle sensitive issues with tact and diplomacy and represent the University effectively and professionally.
- Ability to think strategically, take action and prioritize tasks in order to meet deadlines and achieve results.
- Ability to gain the trust and confidence of colleagues and constituents and work effectively with people from a variety of culturally diverse backgrounds.
- Ability to perform independently with minimal supervision.

REQUIRED TRAINING AND EXPERIENCE

- Completion of a Bachelor's degree or Diploma. Work requires superior communications, analytical and organizational skills.
- Minimum of five years of experience in fund development. Must have a solid record of professional accomplishments in sponsorship revenue generation.

REQUIRED LICENCES, CERTIFICATES AND REGISTRATIONS

- Valid Class 5 driver's license.