

Director of University Advancement
Advancement & External Relations
Full Time - Exempt

The **Office of Advancement & External Relations** is seeking a **Full Time Director of University Advancement**. Reporting directly to the Vice President of Institutional Advancement, the Director is responsible for the development and leadership of a comprehensive, strategic, integrated effort to transform the base of annual donors into major gifts. The Director will coordinate a year-round program that will involve all forms of donor cultivation, solicitation, and stewardship, particularly those donors with a higher capacity. The expectation is that the Director will build personal, pastoral relationships as well as close a significant number of major gifts for the University. Develop and oversee a yearly comprehensive plan for qualifying, cultivating, soliciting, and stewarding donors.

The portfolio of 100 families includes primarily major giving prospects who may be past donors, prospective donors, parents, former trustees and advisors, and/or alumni. Secure 100 personal visits each year and personally ask for 30 or more major gifts, each of which must include an annual fund component. Overall fundraising goal for the Director is to raise 2.5 times her/his salary and budget in Year 1 and between 3-5 times the salary/budget in Year 2. Expectations during and after Year 3 are that the Director will raise more than 5 times the salary/budget. In all years, the Director must raise \$100K+ toward annual funds. Develop leadership level giving (\$2500-\$5000) to the annual funds. Create and implement a comprehensive strategy that enlists new leadership level donors, stewards current donors, and re-engage lapsed donors under the direction of the Senior Director for Annual Giving programs.

Provide a spirit of collaboration across campus. In dialogue with the University Director of Alumni Engagement, coordinate and facilitate strategic alumni gatherings as a tool to cultivate and engage key donors. Work with faculty and students to understand their needs and identify supporters who can help fulfill the University's aspirations.

A call to building pastoral and philanthropic relationships that advance the mission of Roberts Wesleyan University. Develop and oversee a yearly comprehensive plan for qualifying, cultivating, soliciting, and stewarding donors. The portfolio of 100 families includes primarily major giving prospects

who may be past donors, prospective donors, parents, former trustees and advisors, and/or alumni.

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Provide insight to our communications team on messaging and marketing to the major gift portfolio. Ensure that Annual Fund and Alumni communications are targeted and personal.

Participate at least once per year in a professional development conference.

Manage travel and entertainment budget.

Serve as a contributing member of the Advancement Leadership Team, championing the needs and vision of our major donors.

Work closely with the Stewardship Coordinator and Advancement Operations Manager to ensure that annual donors are properly thanked and recognized.

Other duties as assigned.

The approved salary for this position is \$ 71,000.00 - \$73,000.00 annually.

Qualifications: Bachelor's degree required. Master's degree preferred. A minimum of 5 years of experience in higher education major gift fundraising. Successful closures of 5- and 6-figure gifts. Alternatively, applicants with

experience in frontline sales, financial management, or significant leadership level giving (4-figure gifts) will be considered. Experience discussing and closing planned gifts, including bequests, charitable remainder trusts, charitable gift annuities, and blended gifts. Must possess exceptional oral and written communication skills, including an ability to communicate the mission of Roberts, listen well to donors' needs, and pastorally care for donors during difficult seasons. Willingness to travel 2-3 days/week (50-65% of the time). NYS driver's license in good standing required. Occasional evening and weekend work may be required for special events. A successful candidate will be able to demonstrate cultural competence and must value the principles of diversity and equity.

Office of Human Resources
Roberts Wesleyan University
2301 Westside Drive
Rochester, NY 14624-1997
Telephone: 585.594.6260
Fax: 585.594.6976

RWU and NES comply with all applicable non-discrimination laws and are committed to the enhancement of human dignity and workplace diversity.