

UNIVERSITY OF ROCHESTER MEDICAL CENTER  
**Senior Director of Development**  
**Academic Healthcare**  
(Grade 58)  
Position Description

**Overview**

The Senior Director of Development reports directly to the Executive Director of Academic Programs. The Director of Advancement takes responsibility for securing substantial commitments from individual prospects, including alumni/ae, friends, and faculty of the School of Medicine and Dentistry (SMD), School of Nursing (SON) and Eastman Institute for Oral Health (EIOH). Gifts from other sources to URMC may overlap from time to time as well. The Sr. Director concentrates on soliciting funds at the major and leadership gift level (\$100,000 or more) by working with volunteers and Medical Center leadership.

Responsibilities include: leadership, developing cultivation and solicitation strategies for individual prospects based on a strategic plan for major gifts fund raising; creating and implementing fund raising plans for departmental and class reunion projects, as assigned; developing productive working relationships with key volunteers; coordinating effective stewardship for donors/alumni; gaining a thorough knowledge of the goals and strengths of the Medical Center's divisions and expressing these effectively to prospects and volunteers; and developing a sufficient base of planned giving knowledge to sustain the basics of the schools' planned giving programs.

This role will focus on the donors in New England and NYC Metro. It will provide a management role to the two other URMC Academic Programs-focused gift officers.

**Principal Accountabilities**

Under the general direction of the Executive Director of Academic Programs, and with broad latitude for independent judgment, the Senior Director of Development will be responsible for:

70% Fundraising

- Maintains active and regular contact with significant prospects, alumni and donors, and takes personal responsibility for the management and tracking of prospects and stewardship of donors for personal and staff efforts.
- Actively identifies, develops visit plans, cultivates, solicits and stewards key alumni, faculty, and other leadership and major gift prospects (MGPs), with goals outlined in annual performance contract.
- Regional travel as necessary for cultivation and solicitation of major gift prospects. Will work in conjunction with the UR Advancement Offices of Regional Major Gifts, Annual Fund, and Advancement Services to coordinate and track gift solicitations and regional events for school donors and prospects.
- Actively uses OASIS and Evertrue for research and tracking in addition to other personal solicitations and visits. Prepares "call reports" following MGP visits and events.
- Develop and conduct volunteer engagement for leadership prospects through use of various volunteer opportunities outlined by the Medical Center and schools.
- Secure significant GEC/Whipple/Dean's Diamond commitments from faculty, leadership and regional alumni as outlined in annual performance contract.
- Will work in conjunction with leadership, and faculty on fundraising initiatives, and other special projects.
- Represents the University, Medical Center, and schools at events as needed.

15% Management Reunions and Department Support

- Works with UR Advancement Offices of Alumni Relations, Regional Gifts, and Annual Fund to develop and implement strategies for the identification, cultivation and solicitation of significant gifts among reunion class members, and alumni. Works closely with UR Advancement Director of Reunion Giving to make sure reunion goals are being met including solicitation of all top prospects, three-part giving solicitations, and five-year commitments.

- Attends some reunion committee meetings to maintain focus of solicitation of major gifts and 5 year commitments.
- Works closely with Academic Programs Alumni Relations staff to ensure that reunion programs are highlighting and engaging top prospects and volunteers. Coordinates with the Assistant Director on strategic reunion stewardship.
- Supports fundraising efforts for various departments in the schools that do not have a development officer.

10% Management and Other Duties

- Oversees the two, junior-level gift officers with focus on Academic Programs. This includes joint visits and guidance on donor stewardship and solicitation. Additionally, this role will also oversee the performance reviews and work with Advancement Talent Development to hire for these two roles.
- Other duties as required Executive Director of Advancement, Associate Vice President, and Senior Associate Vice President for Advancement (URMC).

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5% Planned Giving

- Sustains and enhances the schools planned giving programs. Work with UR Office of Trusts & Estates and University Advancement to coordinate efforts.

Will be expected to travel frequently to the New England and Metro NYC areas, as well as nationally, as required, in support of above activities.

**Qualifications**

- The ideal candidate should have a minimum of ten years advancement experience; with a track record of success in individual major gift fundraising, preferably in a medical setting and experience in cultivating and soliciting prospects capable of gifts of \$50,000 or more.
- Broad knowledge of the principles of fundraising – able to participate in all aspects of the gift cycle: (1) to initiate contacts with potential donors; (2) to develop appropriate cultivation strategies for them, including working with volunteers and senior university administrators; (3) to move potential donors in an appropriate and timely fashion toward solicitation and closure; (4) to make solicitations when appropriate; (5) to maintain stewardship contacts with donors.
- Ability to work in a team environment.
- Bachelor's degree is required; a Master's degree is preferred..
- Individuals with related experiences will also be considered.