

## Professional Job Position Description

### Section I: Position information

Effective date	September 1, 2024	<input type="checkbox"/> Update only	<input type="checkbox"/> Classification review
Position title	Manager, Fund Development		
Position number	998506		
Classification level	D		
Position affiliation	<input type="checkbox"/> AUFA <input checked="" type="checkbox"/> Excluded		
Location	Remote		
Department	University Relations		
Reports to	Director, Strategic Engagement		

#### Position summary

Briefly describe the main purpose(s) of the position.

Reporting to Director, Strategic Engagement and working closely with other development colleagues, the Strategic Engagement unit, and members of the Vice President University Relations (UR) portfolio, the Manager, Fund Development is an integral member of AU's Strategic Engagement unit in University Relations. The Manager is the primary external facing fundraiser, working closely with faculties, units and leaders to drive forward development initiatives, leading the external facing efforts with donors, funders and prospects.

AU seeks to enhance current development and engagement initiatives that will support long term sustainability and set up the university well for development initiatives with the launch of new the strategic plan. The Manager will play a critical role in the university's fundraising efforts through increasing the pipeline of major donor prospects, identifying gift opportunities and securing and stewarding major gifts. This full-time position will be responsible for generating philanthropic support for AU, advancing its mission and fostering strong relationships with current and prospective donors. They will manage a varied portfolio of primarily major gift donors and prospects, including individuals, corporations, and foundations.

Key accountabilities for the Manager, Fund Development include ensuring internal and external partners and constituents are appropriately involved and consulted in setting and reaching annual fundraising targets, supporting the development of strategic plans, and developing business processes to support the needs of fundraising. The Manager will lead, advise, support and collaborate on many initiatives across Strategic Engagement, setting the standard, tone and providing leadership from a fundraising and stewardship perspective. The Manager will provide direct supervision to some members of the Strategic Engagement unit and is expected to have management experience. The Manager will informally support and guide other colleagues, and provide advice and counsel to the Director, VP UR and other leaders across campus.

This position is part of a growing development team that engages university leaders, staff, and volunteers in the fundraising efforts of the team, and is an opportunity for an experience fundraiser to contribute to a diverse, thriving and growing environment. The position will contribute to

compliance with all relevant policies and procedures and ensure, in partnership with colleagues and in support of leadership, that AU maintains exemplar compliance.

### Duties and responsibilities

Organize by key responsibility area and include % of time spent where possible.

The Manager, Fund Development's primary purpose is to secure major gifts to support AU's continued growth and development in line with institutional strategy. Specific responsibilities include:

- Implements plans and strategies to advance a pipeline of Major Gift Prospects with the capacity to contribute consistent and significantly greater funds to AU.
- Lead the development of all components of major gift cultivation, from ideation to post-gift stewardship. Continuously apply a growth mindset alongside quality engagement.
- Develops, collaborates on, and implements strategies focused on corporate and foundation giving, guiding opportunities and relationships towards cultivation.
- Builds a culture of philanthropy as part of the management team within Strategic Engagement and a leader in development, reflecting leadership, knowledge and engaging with extended AU team members and departments.
- Supports the articulation of philanthropic opportunities in collaboration with on-campus partners with the support of the Director, Strategic Engagement
- Develops and implements proposals for strategic fundraising priorities and use in cultivating and soliciting identified project-based prospects.
- Stewards the development of materials and resources to support donor identification, stewardship and cultivation, in collaboration with communications, development team members and units involved in specific funding areas.
- Work in collaboration with faculties and units to enhance understanding of donor development and cultivate materials for donor support.
- Build, refine, evaluate and update development plans in conjunction with development colleagues, the Director, and VP UR.
- Develop engagement-centric, relationship-first connections with current donors and funder and future prospects.
- In collaboration with development colleagues, cultivate an approach to prospect development, engaging colleagues and leaders across campus, and advising on best practices.
- Ensures own actions reflect sensitivity to the needs and interest of the AU and its development objectives.

## Occupational health and safety

### Employees:

Responsible to participate in the AU OHS program as required.

### Supervisors:

Responsible for awareness of one's OHS Responsibilities as an AU employee and supervisor, for participating in the AU OHS Program as required, and for ensuring the participation of employees in the AU OHS Program as required.

See: <https://ohs-pubstore.labour.alberta.ca/li008>

## *Classification factors*

### Communication

#### Internal:

The Manager, Fund Development is expected to regularly engage with peers and leaders across the institution, including Directors, Deans, AVPs, and other members of the Senior Leadership team and executive offices, demonstrating experience, knowledge and leadership on fund development. The incumbent will also engage regularly with colleagues across UR, faculties and other units, with the understanding of engagement-first philanthropy. The Manager models a philanthropic mindset and engaged culture, acting as a guide and leader on behalf of development, advancement, Strategic Engagement and UR in their informal and formal connections across campus. Within Strategic Engagement, as a member of the management team, the incumbent is expected to model collaboration, transparency and a collective approach in working with team members across the unit.

#### External:

The Manager, Fund Development, is the front facing lead of development focused work in Strategic Engagement and in UR. They are expected to lead frontline fundraising efforts, regularly liaising with current and prospective individual donors, partners, alumni, alongside corporate, industry and foundations. Relationship and engagement-centric approaches are at the focus of this work, and the incumbent is expected to foster, deepen, maintain and spark relationships with diverse industries and individuals. The incumbent will lead key stewardship cycles and planning with external contacts, advising other colleagues and consistently modelling best practices in alignment, relationship development, mutual benefit and reciprocity with all endeavours. They are expected to maintain many unique relationships simultaneously, and practice exemplar customer service in all efforts.

### Supervision

The Manager, Fund Development leads the external fundraising initiatives and their implementation at AU. This includes advising and participating in unit and strategic planning, developing a prospect pipeline and managing stewardship, advising on and collaborating with faculties and units on their

priorities, cultivating gifts, particularly at the major gifts level. The Manager will work in close collaboration with their peer, focused on advancement services and internal engagement, to inform practices and processes. The Manager will have a small team of direct reports, focused on the external functions of development by managing documentation, support, reporting, scheduling, and other communications and supports as needed. The Manager will be empowered to delegate and collaborate on projects and tasks with peers and colleagues within Strategic Engagement. The Manager will be empowered, within margins and processes, to manage a small budget to support external fundraising activities, such as hosting and materials.

The Director will advise and support the Manager in their efforts, collaborating on identifying and coordinating with internal colleagues for prospects and strategic engagement. The Director will support, provide guidance, and approve business plans and empower the Manager's recommendations strategically.

#### Impact of service or product

With the guidance from the Director, VP UR, and other leaders across AU as relevant and appropriate, the Manager will drive impact in: AU's individual donor base, focusing on the major gifts level; AU's corporate and foundation gifts; practices, plans and processes to develop an external facing fundraising and development presence for AU, and modelling the internal culture of philanthropy and engagement. The Manager is the lead for frontline fundraising at AU and will be developing and building plans while implementing and driving for impact-focused success for AU.

The Manager, in time, will work with the Director, VP UR and other leaders to continuously set and refine AU-wide priorities, focused on sustainability of the institution. The Manager will be a key contributor and advisor to the development of an institutional campaign in the future.

#### Independence of action

The incumbent is expected to work with minimal supervision and make appropriate decisions regarding operational and administrative activities aligned to the goals and expectations for the role, Strategic Engagement, and AU overall. In establishing and building plans, the Manager will work in consult and collaboration with the Director, VP UR and other colleagues in Strategic Engagement. The Manager will be looked to as the advisor for these plans, with support and guidance from leadership.

In managing the cultivation of gifts, from opportunity identification to securing, and will be expected to act independently in managing the relationships and pipeline for cultivation. The Manager is expected to independently determine opportunities and cultivate best fits for the prospects and AU, ensuring best in class service externally, and a depth of knowledge and awareness on needs and opportunities internally.

The Manager is expected to independently lead, manage and advise on relational best practices in an ambiguous environment, with a nuanced understanding of relational development and navigating complex internal and external environments. The work will vary widely across individuals, corporate entities and foundations, and the Manager will be expected to determine best practices within a loose framework to manage interactions and cultivate gifts.

## Complexity

This role is highly complex in that it is both building plans and efforts to cultivate gifts, while simultaneously maintaining the existing, modest number of contacts and relationships. The role, as a new Management position, will be expected to model best practices in fundraising, and act as a collaborative, relationship-first leader and colleague. The role will be expected to learn and embody AU's development priorities quickly, supporting internal leaders and peers in cultivating materials reflective of our strategic vision in effort to create sustainable fund development initiatives. The role will be expected to externally espouse these priorities, while cultivating meaningful relationships centered on mutual benefit, reciprocity and authenticity.

The Manager will be expected to develop and/or advise on reporting mechanisms for progress across campus, oversee consistent practices in reporting and CRM upkeep, and top tier practices and processes with briefings, documentation and stewardship with external contacts for internal efficiency.

The Manager will be expected to balance simultaneous, diverse priorities from AU's leaders, and represent AU internally and externally as an ambassador, trusted to embody values and act in AU's best interest.

## Planning

Strong project planning, management, organizational and prioritization skills are essential for this position. The incumbent will work closely with other Managers in Strategic Engagement, the Director and on occasion, other leaders in VP UR and AU to develop business and strategic plans for development and engagement. The Manager is expected to develop plans to cultivate gifts, and will have extensive experience in managing projects with an engagement or development focus. The Manager will understand deeply qualitative plans and means to track and evaluate progress, while ensuring operational effectiveness and quantitative progress and results are achievement. The Manager will advise on, and lead the implementation of, external facing development plans, which could include individual giving at the major gifts level, corporate and foundation gifts, a university wide campaign, and the support for internal engagement and philanthropic efforts.

As a member of the management team in Strategic Engagement, the Manager will be expected to collaboratively work across the unit, supporting the planning and implementation of other projects, advising from a development lens, and in supporting the overall effectiveness and environment in the team from a mindset of relationship first, philanthropy, and collective impact.

## Section II: Qualifications

### Qualifications

Includes education, experience, skills, abilities, and any other special qualifications required. The qualifications relate to the position not the incumbent.

### Education and Experience

- A University degree is required; preferably in business, arts, communications or other related field.
- A minimum of 5 years directly related business development or fundraising experience.
- Demonstrated experience in successful major gift solicitation (\$25,000+) is required.
- Experience in formal and informal people management highly preferred.
- Experience working in post-secondary, public sector or the non-profit sector is highly preferred.

### Knowledge, Skills and Abilities

- People-oriented with strong customer service, listening and interpersonal skills.
- Excellent organizational and time management skills, be able to multi-task effectively and efficiently especially during peak periods (i.e., semester start-up), and meet deadlines; attention to detail is a must.
- Excellent communication skills - verbal, written, and presentation.
- Ability to produce compelling development communication tools including cases for support, gift proposals, presentations and collateral materials.
- Strong leadership and team-building skills.
- Sound judgment and decision-making capabilities.
- Demonstrated ability to manage multiple projects or priorities simultaneously with strong organizational skills.
- Ability to innovate and problem solve.
- Demonstrated respect for confidentiality and professionalism in handling highly sensitive and confidential information.
- strong sense of professional ethics.
- Be a motivated, self-starter able to work both independently and collaboratively across AU teams as required.
- Be able to foster positive working relationships with students, alumni, faculty and staff at all levels.
- Ability to demonstrate University values of, integrity, community, adaptability, respect, and excellence.
- Be able to work occasional evenings or weekends.
- Be able to travel as require.
- Experience working in a post-secondary environment is an asset.