

POSITION DESCRIPTION

PORTFOLIO: DEAN

POSITION: Assistant Dean, Advancement

TERM OF APPOINTMENT:

Ongoing (Administrative Professional Officer [APO])

REPORTING TO: The Dean

PURPOSE:

The Assistant Dean, Advancement, is responsible for Faculty-based and, where appropriate, University-wide, Advancement initiatives.

MAIN ACCOUNTABILITIES:

General Responsibilities: Listed in the *2017 FoMD Overarching Position Description: Assistant Deans*, and

- Build and advance strong personal and professional relationships that result in philanthropic contributions from individuals and organizations
- Serve as a resource, advocate, and spokesperson for FoMD in fund-raising efforts

Portfolio Responsibilities:

1. Leads strategy development and execution for Faculty fund-raising. Activities include:
 - Works with the Dean and Faculty-based leaders to establish appropriate fund-raising priorities for the Faculty.
 - Jointly with the Dean and the Office of Advancement, establishes and evaluates annual fund-raising targets and operational plans.
 - Reports regularly to the Dean and the Senior Director, Office of Faculty Development, on progress toward annual fund-raising targets including quarterly updates and annual performance evaluations.
2. Ensures the timely capture and recording of data relating to cultivation, solicitation, and stewardship activity that is related to the assigned prospect pool
3. The Assistant Dean is also responsible for strategic communications for the Faculty of Medicine & Dentistry. Activities include:
 - Manages the communications unit (currently 4 FTE) within FoMD, which provides strategic communications leadership for the Dean and Faculty executive team

FoMD Position Descriptions:

Assistant Deans

- Oversees communications activities such as corporate identity, marketing and branding, media relations, digital communications, public affairs and Faculty event planning
- Oversees strategic alumni and donor communications, including case development, bi-annual magazine, stewardship, reunion and other events, speech-writing and selected written communications on behalf of the Dean

BUSINESS PLAN ACCOUNTABILITIES:

Strategic Initiatives:

1. Contributes to the FoMD Strategic Plan § via the Dean, DEC, inputs to the FoMD website, communications, and in other ways, as appropriate
2. Works independently and creatively to match donor interests with institutional and Faculty priorities, develops funding proposals, and negotiates and structures complex gifts to the University
3. Prepares effective cultivation, solicitation, and stewardship plans for current and prospective donors, sometimes involving other colleagues within the Office of Advancement
4. Works in partnership with the central University Office of Advancement on fund-raising programs. Activities include:
 - Works collaboratively on alumni engagement strategies for the Faculty.
 - Collaborates regularly with the Office of Advancement on prospect identification for Faculty-based fund-raising priorities.
 - Advises on annual giving strategies for the Faculty – activities executed by Office of Advancement and works with the Office of Advancement to evaluate results.
 - Partners with the Office of the Recording Secretary on gift-processing (including agreements, terms of reference, etc.) and appropriate gift acknowledgement.
 - Jointly manages stewardship of major donors with the Office of Advancement
 - Collaborates with Office of Advancement on writing projects such as cases for support, proposals and stewardship reports, as necessary.
5. Collaborates with other Faculty-based fund-raisers and senior University representatives. Activities include:
 - Active participant in advancement community activities including campus-wide team meetings for skills-development, information-sharing and management of joint opportunities and common challenges.
 - Acts as Faculty-based representative for University-wide fund-raising strategies and joint initiatives with other Faculties.
6. Leads other fund-raising and communications professionals in the Faculty: for mentorship; strategy-building; performance evaluations; human resources, program budget.
7. Uses fund-raising tools and strategies, and demonstrates experience with activities throughout the giving cycle, including identification, cultivation, solicitation and stewardship.

Specific Responsibilities:

1. Develops excellent relationships with faculty and academic leaders, volunteers, and representatives from the Office of Advancement
2. Manages a portfolio of approximately 150 prospective donors with the capacity to make commitments of \$50K-\$5M
3. Works with faculty, Deans, senior administrators, and volunteers in approaching prospective donors
4. Manages the staff in the FoMD Office of Advancement (currently 7 FTE)
5. Participates in meetings or committees with Faculty leaders and attends events, as appropriate
6. Provides leadership in major gift fund-raising. Activities include:
 - Adheres to the University of Alberta Prospect Management Policy.
 - Maintains a major donor/prospect portfolio of 150 relationships with identified capacity to give \$50,000, payable over up to five years.
 - Achieves 100-150 personal visits with major gift prospects/donors annually, with a goal of achieving: 2 proposals monthly, at least 8 solicited major gifts closed (1/3 of proposals); and 2 planned gifts closed or bequests recorded.
 - Tracks, documents and communicates fund-raising activity in the Advance database and shares information with colleagues as appropriate.
 - Identifies and engages volunteers as advisors to Faculty fund-raising strategies, as appropriate.
7. Leads the engagement between donors and Faculty academic leaders. Activities include:
 - Create and execute plan to involve the Dean in 75 face-to-face fund-raising visits per year, ideally with the Faculty's top prospects, and an additional 25 visits with other faculty members (e.g., heads of departments and centres).
 - Provides appropriate briefing materials to Dean and other Faculty academic leaders to execute strategies with donors.
 - Provides coaching and leadership as necessary to engage faculty members strategic fund-raising activities, including appropriate preparation and follow-up.
 - Schedules and plans travel as necessary to facilitate personal visits with top prospects.
8. Coaches and briefs organizational leaders for fund-raising and communications including operational planning, objective-setting and establishment of fund-raising priorities

Liases With:

- The Dean (and DEC, as required)
- Key University partners including faculty members, Deans, Department Chairs, Institute Directors, Office of Advancement, other Faculty-based fund-raisers, Vice-Presidents and the President's Office.
- Key external partners: media, donors, alumni and potential donors including corporations, foundations and high-net-worth individuals, community leaders and volunteers.

FoMD Position Descriptions:
Assistant Deans

Direct Reports:

Staff in the FoMD Advancement Office
Staff in the FoMD Communications Team

⌘ See link to Strategic Plan of the FoMD on the Faculty Home Page