

YUKON UNIVERSITY
POSITION DESCRIPTION

PART I - IDENTIFYING DATA

Position Number: YC1670
**Position Title: Senior Development
Officer/Campaign Manager**

Headquarters: Ayamdigut Campus
Supervisor's Name: Aisha Montgomery

**Supervisor's Title: Associate Vice President,
University Relations**

SUMMARY

Under the direction of the Associate Vice President, University Relations, the Senior Development Officer/Campaign Manager oversees the strategic and operational aspects of the Development Office.

Specific responsibilities include managing the Development Office team and functions (including supporting the YukonU Foundation); implementing, measuring, managing and delivering fund raising campaigns and activities; building the donor and investment base; and developing and supporting fundraising policies and processes to enhance and support development activities across YukonU.

The Senior Development Officer/Campaign Manager is a positive role model for all members of the Yukon University community and plays a lead role in building relationships within the broader community. The senior development officer will create and nurture a culture of advancement, development, and philanthropy throughout Yukon University across the community.

Duties and Responsibilities

Providing strategic development and leadership to the University by:

- Supporting the Foundation Board to implement and approve fundraising priorities;
- Leading all fundraising activities and coordinating internal and external teams to procure gifts in support of the campaign pillars;
- Implementing and managing the committee structure necessary to conduct major fundraising campaigns;
- Developing a University-wide culture of philanthropy by coaching and mentoring senior leadership and volunteers in fundraising activities;
- Developing and supporting the delivery of major gift programs with an exemplary donor-centric stewardship program, delivering ongoing communications materials that demonstrate impact and accountability;
- Recruiting, training, coaching and managing campaign volunteers;
- Managing prospect lists, developing strategies, and cultivating donors;
- Developing and executing targeted cultivation plans and solicitation priorities;
- Providing regular activity report to the Associate Vice President, University Relations;
- Ensuring data related to prospects and donors is recorded and tracked within the university system of record;
- Ensuring donor acknowledgement, stewardship, and recognition as appropriate;

- Coordinating the design, production and distribution of campaign print and electronic collateral materials;
- Working with the broader University Relations team, specifically the marketing and communications specialists, to develop content for website, e-newsletter, and media releases and other promotional materials;
- Planning, managing and presenting cultivation and recognition events;
- Working with the Office of the Secretariat to Develop institutional policies and procedures to implement effective fundraising activities and strategies;
- Working with the Budget Office to develop an annual budget that aligns with Yukon University operating and capital budgets;
- Recommending and implementing appropriate staffing, contracting and capacity building activities that support Development office activities;
- Liaising with peer groups in post-secondary communities and professional organizations to develop and share best practices.

OTHER DUTIES AND RESPONSIBILITIES

- Supervising and providing leadership to Development Office team members and managing overall operations including budgeting, research and proposal writing;
- Overseeing job performance, capacity building and evaluation of employees, including coaching and mentoring practices;
- Implementing and managing a customer relationship management system for donors and other key contacts; committing to protecting the anonymity of donors who wish to maintain complete confidentiality;
- Developing and coordinating an institution-wide accountability process to ensure donor requirements for funding are met and delivered on in a timely manner;
- Overseeing the implementation of major sponsorships and other Development Office partnerships;
- Facilitating effective team interaction and collaboration, acknowledging team contributions, building positive relationships within the team and taking an active interest in employees.
- Establishing and implementing ethical and efficient policies, systems and practices;
- Providing timely and accurate analysis and reporting on all program activities as directed by the Yukon University President and Foundation Board Chair;
- Ensuring effective financial management practices including invoicing, reporting, Accounts Payable, Accounts Receivable, Payroll, disbursements, expense claims;
- Managing and reporting on budget including quarterly variance reports and developing plans to mitigate overspending;
- Complying with Procurement policies and procedures.

Provide creative leadership and campaign coordination for the Development Office and Foundation Board by:

- Assessing individual donors to identify interests and align them with YukonU funding priorities and managing expectations and implementation;
- Managing and executing development of campaign materials, including ideation, copy, art, design, print, presentation and web materials;
- Selecting and project managing contractors, vendors and employees engaged in campaign implementation initiatives;
- Consulting stakeholders on the development of campaign strategies and materials;

- Providing overall leadership, guidance, timelines and coordination for YukonU fundraising events including prospect donor tours, fundraising events, and other relevant activities, including those of the YukonU Foundation.

Examples of Additional Divisional Activities which may be performed:

- Keeping abreast of trends that affect fundraising operations so that the University is well positioned to take advantage of emerging strategic opportunities.
- Other duties as directed by Yukon University President or Executive Director, Governance and External

Approximately how long will it take for a fully qualified employee from outside the work unit to reach the full working level of the position:

- Approximately one year/academic year

Minimum Knowledge, Skills, and Abilities Required

- Bachelor's Degree or equivalent in combination with a minimum of five years' experience in fundraising at a complex organization;
- Financial management skills, including budget development and management, procurement practices and contract oversight.
- Experience working with a Board of Governors;
- Experience in planning and implementing development programs, including developing processes and policies to support and implement the program
- Experience developing a multi-year strategy, including developing results- based plans, timelines and indicators to execute and implement the strategy
- Exceptional interpersonal, communication and relationship management skills with proven proposal and presentation skills;
- Demonstrated core competencies in influencing others, effective communication, strategic thinking, and leadership.
- Pro-active self-starter with the ability to work as part of a team and independently;
- Ability to anticipate requirements and assess outcomes;
- Demonstrated organizational ability, creativity and analytical skills;
- Advanced skills with MS Word, Excel, and Outlook;
- Evidence of leadership and initiative, tact, diplomacy, attention to detail;
- Effective and efficient under pressure of high volume and changing priorities;
- Experience with constituent relationship management system, Raiser's Edge preferred;
- Willingness and ability to adjust to changing conditions or priorities;
- Must adhere to the highest ethical standards, demonstrate an empathetic disposition and perseverance, and convey sensitivity to the needs of donors.

Other skills and/or knowledge which may be desirable, but not necessarily essential to the performance of the position's duties.

- Experience in the post-secondary environment.
- High-level customer service skills.
- High degree of resilience.