



Class No.:	Administrator
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Pay Group:	13

DIRECTOR OF PHILANTHROPY AND ALUMNI

NATURE AND SCOPE OF WORK

The Director of Philanthropy and Alumni will create, execute and evaluate all philanthropic and alumni strategies with a donor-centered philosophy to ensure a diverse and sustainable engagement and revenue portfolio to support university's mission. They will also build an innovative comprehensive, results-oriented development plan that includes annual fundraising, major and planned giving, campaigns and special events based on their experience and best practices.

Reporting directly to the Vice President, University Relations, the role of the Director of Philanthropy and Alumni is to develop, establish, and carry out effective multi-year fundraising programs to support on-going faculty, programs, projects, campaigns, scholarship, bursary and awards and activities of the university. In addition, the Director of Philanthropy and Alumni supports alumni relations and the strategy to engage CapU's outstanding alumni. The Director guides members of the development and alumni relations team (DAR) to ensure that all relationship management and fundraising activities are coordinated and in alignment with University priorities and policies.

The Director of Philanthropy and Alumni is a seasoned fundraiser who can supervise an outstanding team that is passionate about the university, donors, students, sponsors, employees and those that they engage with.

ILLUSTRATIVE EXAMPLES OF DUTIES

Development

- Leads the development and alumni relations team in establishing fundraising goals, strategies, benchmarks and timetables; manages all fundraising and alumni deliverables.
- Develops and successfully carry out a strategic plan with a multi-year fundraising strategy that will include, but not be limited to:
 - Prospect development (Foundations, Corporations, Individuals),
 - Major gift donor recruitment,
 - Corporate fundraising program, including employer gift matching,
 - Legacy program development and implementation,
 - Alumni fundraising program and implementation,
 - Direct-donor campaigns,
 - Event opportunities,
 - Donor and prospect communications with an emphasis on a narrative philanthropy approach,



- Donor recognition program,
 - Relationship stewardship of CapU donors and cultivate new potential partners,
 - Continued support for our emerging, university-wide culture of philanthropy
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- Identifies and develops appropriate cultivation strategies in consultation with university leadership, development staff, foundation board and CapU Alumni Association members.
 - Identify and build relationships with potential donors, alumni and the community including securing commitments of donations and/or participation in events.
 - Clearly articulate, prepare and promote a strong case for support that grows the donor base and giving level.
 - Attend community events, meetings, or conferences to promote university goals or solicit donations or sponsorship.
 - Establish and monitor key metrics to make forecasts and evaluate ongoing performance, ensuring the department will meet and exceed annual fundraising goals.
 - Lead and inspire employees, university executive, students and the foundation board to build a culture of philanthropic and participate in activities.
 - Develop and manage department budget, ensuring fiscal responsibility and return on investment.
 - Ability to effectively utilize database systems within a data-driven and evidence-based organization; experience with Raiser's Edge software is preferred
 - Oversee the development and implementation of policies and procedures for gift processing and timely donor acknowledgement, database management and financial reports.
 - Performs tasks and other duties, as assigned, in keeping with the objectives of the University Relations department that pertains to Development and Alumni portfolios.

Alumni Relations

- Responsible for the alumni relations strategy to engage more alumni and achieve of the University's development goals.
- Manages the Alumni team and supports and evaluates the development of the alumni engagement program, including communications, benefits and services to the university's 90,000+ alumni.
- Collaborates with the Capilano University Alumni Association to achieve alumni engagement objectives.
- Ensures alumni information and data is used in accordance with Provincial and Federal legislation.

KNOWLEDGE, ABILITIES AND SKILLS

- Experience establishing strong relationships with executive leaders and volunteer Boards/committees and of leveraging them effectively in the fundraising process
- Working knowledge of fundraising best practices, emerging trends, and tools and technologies to support a variety of initiatives, including prospect research and digital campaigns



- Familiar with CRA guidelines regarding tax advantages for different types of contributions by potential donors.
- Demonstrated strategic thinker, action and results-oriented.
- Must be able to formulate strategic plans, set directions while also implementing tactics and measurables. Must be able to manage priorities effectively and efficiently.
- Adheres to the highest ethical and personal standards of integrity; demonstrates empathetic disposition, and perseverance; reflects optimistic and positive attitude, and conveys sensitivity to needs of the donors.
- Evidence of excellent leadership skills and knowledge of how to motivate and mentor a fundraising team to increase performance levels
- Proven communication (written & verbal) and interpersonal skills.
- Must have the ability to exercise a high level of discretion and maintain confidentiality.
- A team player with ability to gain trust and confidence of colleagues and constituents and able to work in a dynamic team environment.
- Ability to work with people from a variety of culturally diverse backgrounds and indigenous nations.
- Ability to act with independence of judgement with minimal supervision.
- Detail-oriented.

QUALIFICATIONS, TRAINING AND EXPERIENCE:

- Completion of a Bachelor's degree is required.
- Seasoned fundraising professional with minimum of ten years of progressively responsible experience in a comprehensive non-profit fundraising program, including at least 2 years in a position with staff management responsibilities.
- A solid track record of personally securing 5 and 6 figure gifts from all constituencies and campaign professional accomplishment in fundraising and alumni; including first-hand experience in cultivation, solicitation and closing gifts.
- CFRE designation is an asset.
- Thorough knowledge of Society legislation, CRA guidelines and regulations.
- Experience interacting with senior level business and community leaders.
- Experience in managing and coordinating activities involving volunteers.
- Experience with Raiser's Edge or other fundraising software required.

[Applications should be submitted online at the Capilano University career portal](#)