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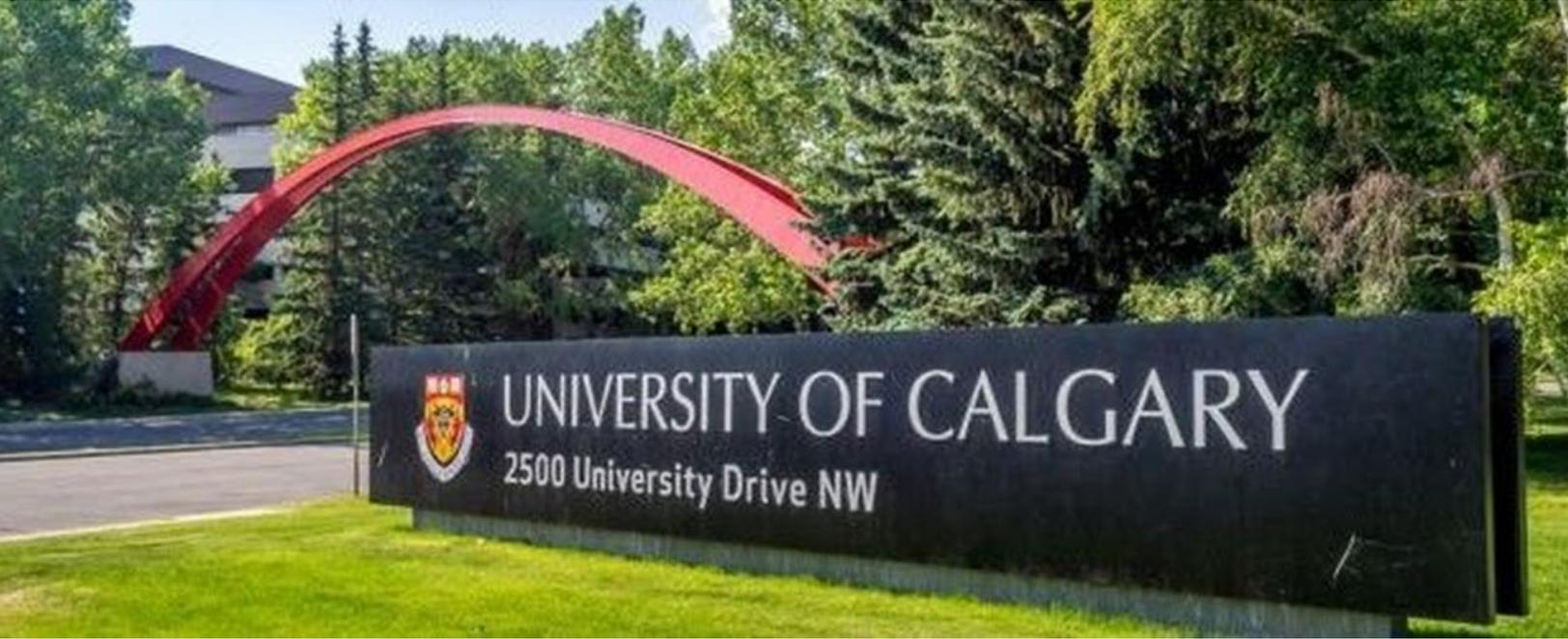
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UNIVERSITY OF
CALGARY

OPPORTUNITY PROFILE

Director of Development, Annual Giving



ABOUT THE UNIVERSITY OF CALGARY

Our Eyes High strategy ushers in a new era at the University of Calgary (the University) in Canada's most enterprising city. We have set ambitious goals for excellence in research, scholarship, teaching, innovative thought, and the student experience. With more than 30,500 students in 14 Faculties, 55 Research Institutes and Centres, 5,155 faculty and staff members, we are energized, ambitious, and focused on our goals.

The Development and Alumni Engagement Department at the University of Calgary is the largest fundraising team in Calgary and consistently ranks among the leading fundraising institutions in the country. The mission of our development team is to positively impact and shape our community, both locally and abroad, through the transformational power of philanthropy.

We are fortunate to be part of an ambitious and energizing university that also reflects the city in which we reside. This entrepreneurial spirit is evident in all that we do – from frontline fundraisers, to alumni engagement, to donor relations and stewardship and all points in-between.



www.ucalgary.ca

At the University, we continually strive to optimize and grow our resources. With an overall budget of \$1.27 billion, which includes an annual operating budget of over \$800 million and research revenues of over \$400 million, our University is among Calgary's largest employers. We continue to raise our global profile, enhance the quality of undergraduate and graduate programs, promote innovation and excellence in scholarly activity, and provide significant returns to the community and economy both locally and beyond.

The University's Development and Alumni Engagement Department exists for the mutual benefit of the University and its stakeholders. The area is an active, community-oriented team that enhances University development and alumni engagement efforts in support of the Eyes High strategy and in support of Academic and Research Plans.

THE OPPORTUNITY

Reporting to the Associate Vice President, Alumni Engagement and Partnerships, the Director of Development, Annual Giving (Director) oversees all aspects of annual giving for the University of Calgary. The Director will lead a team of five who are responsible for increasing revenue and broadening the base of support. The Director plans, designs, organizes and manages all aspects of annual giving solicitations and stewardship (in alignment with the University's overall fundraising objectives), including but not limited to: direct mail/email appeals, student call centre, digital fundraising, faculty/staff giving, Giving Day and Crowdfunding. The Director works closely with development directors in all faculties, alumni relations officers, and marketing/communications specialists to create an integrated strategy that fosters a culture of philanthropy university wide.

THE TEAM

The Director of Development has a team of five (5):

- Associate Director, Annual Giving
- Advisor, Annual Giving
- CASE Resident, Alumni Engagement
- Associate, Direct Response and Data
- Manager, Student Calling Program



The UCalgary alumni community accounts for 60% of all UCalgary donors.

UCalgary's global alumni community is nearly 185,000 strong – and growing.

“Great cities need great universities, and great universities are built on great philanthropy.”

KEY RESPONSIBILITIES

The successful candidate will have a track record of making data driven decisions, a commitment to creativity, and the ability to customize industry standards and best practices to reflect UCalgary culture. Key responsibilities include:

- Design and develop a multi-year strategic plan and an annual operating plan for the long-term expansion of gift income and alumni donor pools.
- Serve as the primary facilitator for coordination of all faculty/unit-based annual giving efforts to develop a cohesive strategy for solicitation.
- Lead the creation of fundraising strategy for UCalgary Giving Day and implement standard practices and processes in preparation for the launch of the University's first Crowdfunding platform.
- Collaborate with colleagues in Marketing and Communications to develop a comprehensive annual giving marketing strategy and style guide including case for support and social media strategy.
- Utilize digital analytics tools, predictive modeling, social media mining, segmentation, and other data-driven techniques to ensure communications are personalized and timely, and annual giving goals are achieved.
- Identify opportunities to position volunteers as agents for annual giving growth and increased participation.
- Lead, manage, and mentor a strong five-person team handling direct mail, telemarketing, online giving, UCalgary Giving Day, and Crowdfunding.
- Implement a data-driven annual giving solicitation protocol. Employ and monitor proactive strategies to increase performance metrics such as average gift size, donor retention, acquisition, upgrades, and return on investment.
- Facilitate the development of automated metric reports to track team success toward strategic goals and KPIs and inform future strategies.
- Design a multi-channel direct marketing program to acquire, re-activate, retain, and upgrade annual donors with an emphasis on growing alumni participation.
- Explore and implement giving societies including a sustainer group (monthly donors) and consecutive giving.
- Leverage and align with the alumni engagement strategy to build base and loyalty of alumni donors.
- Manage departmental budgets as well as forecast, project and analyze revenue streams.

THE PERSON

- University degree required.
- 5 – 7 years' experience in annual giving preferably in a post-secondary environment.
- Proven experience meeting or surpassing annual revenue goals coupled with consistent program growth.
- 5+ years' supervisory experience.
- Ability to think strategically, critically and creatively.
- Must possess strong data analytic skills and be fluent and comfortable interpreting large and complex data sets.
- Excellent interpersonal, written, and verbal communication skills.
- Ability to work independently while valuing collaboration to achieve shared goals.
- Ability to see the big picture while tending to detail.

- Ensure compliance with relevant university policies as well as CRA and FOIP guidelines and regulations.

KEY COMPETENCIES

Envision the Future

- Anticipate and interpret future trends, by drawing on experience and University knowledge to make decisions, to problem-solve and to align people and resources in increasing challenging and complex situations. Define the future direction of the team and use the vision to guide and align the efforts of all members of the University.

Foster Innovation

- Champion and facilitate the development of breakthrough research and new solutions. Bring in changes and new ideas that improve services, methods or approaches. Demonstrate the ability to turn difficult situations into opportunities.

Engage and Support Others

- Establish and grow open and reciprocal relationships, understanding the importance of leveraging others to successfully achieve University objectives. Empower and enable others with appropriate authority and responsibility and support their efforts to take responsibility. Cultivate the development of oneself and others through coaching, mentoring, personal and professional development and supporting successful performance.

Focus on Results

- Achieve positive results and focus on accomplishing key objectives for oneself, the team and/or the University. Create or contribute to an environment which inspires potential, trust, learning and excellence while delivering results. Facilitate and lead change by involving others and securing the necessary resources even when faced with complexity and/or ambiguity.

Act with Integrity and Respect

- Demonstrate and support the core values of the University, be congruent in what you say and do; be trustworthy, respectful and honest, and exhibit a high standard of integrity in all interactions. 'Do the right thing'; be accountable and fair. This quality enables leaders and staff to be patient, flexible and accessible.



ALBERTA TOP EMPLOYER

The University of Calgary is proud to be one of Alberta's Top Employers for the fourth consecutive year and recognized for our industry leadership in providing an exceptional workplace for employees. Visit [Why UCalgary](#) for more information on all we have to offer.

COMPENSATION

A competitive compensation package will be provided including an attractive base salary and excellent benefits.

Relocation will be provided if required.

Further details will be discussed in a personal interview.

FOR MORE INFORMATION:

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