



Position Profile
Associate Director
Department of Development &
Alumni Engagement

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About University of Prince Edward Island

Located on 140 acres in Charlottetown, Canada's Birthplace of Confederation, the University of Prince Edward Island (UPEI) has a rich history with roots in two predecessor institutions: Prince of Wales College (est. 1834) and St. Dunstan's University (est. 1855). Established in 1969, UPEI honours its proud legacy through a growing reputation for research innovation and academic excellence.

The campus consists of 28 academic, administration, residential and athletic buildings including Don and Marion McDougall Hall housing the School of Business; a student residence in Bill and Denise Andrew Hall; the W.A. Murphy Student Centre; and, a new health sciences facility opening in 2012 to house the School of Nursing and the Family and Nutritional Sciences. Athletic facilities have grown substantially over the past decade including the new UPEI Alumni Canada Games Place track and field facility, the Chi-Wan Young Sports Centre, a lighted synthetic turf sports field, and a community-based partnership athletics facility with competitive and leisure pools and two professional-sized ice surfaces. The campus also houses the National Research Council's Institute for Nutrisciences and Health in the Regis and Joan Duffy Research Centre.

UPEI's four Faculties (Arts, Education, Science, and Veterinary Medicine) and two Schools (Business and Nursing) offer a wide range of programs and degrees to more than 4,600 undergraduate, graduate and doctoral students. Home to seven Canada Research Chairs, a Canada Excellence Research Chair in Aquatic Epidemiology, and four 3M Teaching Award-winners, UPEI offers its students access to over 200 exceptional faculty and research staff. UPEI students come from all walks of life; from regional, national and international locations. International students from over 60 countries comprise more than 10 percent of the University's total enrolment. As enrolment numbers fall at many universities in the face of a declining demographic, UPEI's numbers continue to climb.

With over \$4 million in annual scholarships, international exchange and study opportunities, an active Student Union, expanding graduate programs and outstanding student-faculty interaction, UPEI offers its students a truly unique campus experience. Our alumni – over 20,000 strong – enjoy success in their chosen fields and are a constant reminder of the value and promise inherent in a UPEI education.

Website: www.upei.ca

About the Department of Development & Alumni Engagement

The Department of Development & Alumni Engagement at UPEI exists to promote fruitful relationships across campus, the greater community, with external donors, prospects, alumni and friends that will enhance the vision, mission, reputation, and resources of the University.

The team consists of the Executive Director of Development & Alumni Engagement, who reports directly to the President of UPEI; an Associate Director ; Manager of Alumni Engagement; Information and Annual Fund Coordinator; Prospect Researcher; Donor Relations Officer; Alumni Outreach Coordinator; Gift Processor; and Administrative Support.

The team is responsible for a wide range of functions that lead primarily to raising more than \$4 million per annum in support of student success through major gift solicitations, the UPEI Annual Fund campaign, phonathon, and other appeals.

In the past decade, UPEI has raised more than \$60 million in private-sector support.

The Opportunity

Reporting to the Executive Director of Development & Alumni Engagement, the Associate Director will manage and lead a team to meet fundraising goals for UPEI.

In addition to managing a team, the Associate Director will manage a portfolio of major gift prospects including individuals, families, foundations and corporations with propensity to support UPEI, and develop and execute fundraising strategies – including direct solicitation – in keeping with university fundraising priorities.

This position will work closely and in collaboration with other team members within the department, particularly the Executive Director, the Manager of Alumni Engagement, the integrated communications department and other internal and external associates.

The Associate Director will play a proactive role in the cultivation, solicitation and stewardship of alumni and friends to UPEI.

The Ideal Candidate

The candidate will have a broad background and successful track-record in fundraising and constituent relations with demonstrated success in prospect management.

Previous experience with capital and/or endowment campaigns is expected, ideally in a post-secondary education environment, as well as experience in managing the demands of a major gift portfolio.

Demonstrated success in leading a team of staff and of volunteers to achieve stretch goals.

Highly organized in thought and action, the successful candidate will possess excellent written and oral communications skills.

The candidate will enjoy and draw energy from interaction with people and will have a commendable track-record of volunteerism.

A degree in a related field and/or CFRE (Certified Fund Raising Executive) designation would be considered an asset in this role.

Key Responsibilities

- Manage a portfolio of major gift prospects (100+). Build a balanced portfolio through qualifying visits, cultivation of prospects, prospect solicitations that align with the prospect's passions and financial capacity, securing the commitment, and stewarding current donors.

- Create and nurture relationships with volunteers who support UPEI's fundraising and friend-raising efforts.
- Personal contact/visits with prospects and donors on a monthly basis. Facilitate meetings between volunteers, faculty and/or staff members with prospects and donors as appropriate.
- Work with prospects in a donor-centered manner that moves the prospect along a continuum of engagement and assists the prospect in achieving his/her philanthropic goals in a manner that also funds the priorities of the university.
- Solicit prospects and close proposals (25+ annually) with an average solicitation value of \$50,000 or above.
- Play a key role in the development and execution of a significant capital campaign.
- Foster corporate and foundation relations.
- Serve as a key member on the Friends of UPEI groups, UPEI Global Associates, and any other advisory committee deemed appropriate.
- Create written proposals/solicitations to solicit individual, family, foundation, and corporate gifts.
- Document interactions and create a history of interaction with each potential donor.
- Oversee cultivation and stewardship of prospects.
- Stay well informed and current with respect to federal, provincial and regional initiatives and strategies that directly affect UPEI overall.
- Work as part of the Development & Alumni Engagement team in setting and carrying out objectives to achieve \$4 million in private investment each fiscal year.
- Oversee the day-to-day operations in the Department, including staff requests
- Play a key role in Athletics at UPEI, by working with that Department to generate and follow-through on fundraising initiatives.

Living in Prince Edward Island

See the Province of Prince Edward Island's "Land Cradled on the Waves":

http://www.gov.pe.ca/photos/original/e_cradled.pdf