

**MOUNT ALLISON UNIVERSITY**

**Position Posting**

<b>Position Title:</b> Strategic Stewardship Officer – Donors Relations	<b>Position #:</b> 2465
<b>Department:</b> University Advancement	<b>Classification:</b> <a href="#">MASA Level 9</a>
<b>Supervisor’s Title:</b> Executive Director of Campaign and University Advancement	<b>Posting Date:</b> December 22, 2011
<b>Position Summary</b> <p>Donor relations and stewardship programs have a direct impact on the quality of relationships between Mount Allison University and its benefactors. Strategic engagement of Planned Giving constituents will become an increasing need in the decades to come. Maintaining positive donor relations contributes to ongoing and long-term support of the university. This position plays a foundational role in securing long-term loyalty from our donors.</p> <p>Specifically, the Strategic Stewardship and Donor Relations Officer is responsible for developing and implementing programs, strategies, communications and events that foster positive long-term relationships, thus keeping MTA donors informed and involved.</p> <p>The desired outcome is to develop a true stakeholder relationship with our benefactors, one that is both engaging and accountable.</p> <p>The Strategic Stewardship and Donor Relations Officer is also accountable for the management and execution of prospect management, planned giving, donor relations and communications that delivers an institutional message that enhance relations with donors as well as our prospective donors.</p> <p>The Strategic Stewardship and Donor Relations Officer fosters an organizational structure of fundraising readiness, which in turn sets up the fundraising cycle whereas development officers engage in meaningful relationships with prospective donors with the goal of concluding with financial commitments that benefit the university and its mission.</p> <p>*Please refer to section B for the required Qualifications, Education and Skills</p>	
<b>Hours of Work:</b> This is a full-time temporary position from January 30, 2012 to April 30, 2014.	
<b>Mount Allison Staff Association:</b> This position is in the bargaining unit represented by the Mount Allison Staff Association.	
<b>Who May Apply:</b> Any person may apply. However, if qualifications, skills and abilities are equal, preference will be given first to members of the bargaining unit.	
<b>Date of Closure:</b> Applications should be received by the Human Resources department on or before January 23, 2012. Please forward resumes to <a href="mailto:hr@mta.ca">hr@mta.ca</a> .	

## **Position Description**

### **A. Position Responsibilities**

#### **Major Responsibilities Relating to Stewardship**

1. Manages the development and implementation of stewardship programs, processes and policies fostering a “donor-centered” approach to stewardship which foster a true stakeholder relationship outcome of engagement.
2. Oversees the development and use of strategic stewardship tools to engage with our benefactors. i.e. financial reports, donor reports, personal visits and events.
3. Recommends options for, and arranges activities for, the strategic use of senior executive’s time for interaction with benefactors and tracks follow-up activities where appropriate.
4. Oversees the effective implementation of stewardship module and instruments that are to be used in the proper stewardship of our benefactors.
5. Administers the donor appreciation program with by conferring appropriate tokens of appreciation on behalf of the university.
6. Assists in the management of prospects with respect to the development and implementation of donor stewardship plans and priorities.
7. Writes original fund development & strategic stewardship materials (donor report, stewardship letters, appeals, etc.)
8. Produces strategic reports to our benefactors, illustrating the financial management of their funds and the consequent activities that have been made possible by our benefactors.
9. Oversees the development of gift acceptance policies and acknowledgement, donor recognition, communications and stewardship.

#### **Major Responsibilities Relating to Prospecting Activities**

1. Manages the prospect management system (modules) to measure the progress in development stages of individual prospects and the qualitative information of these prospects that will guide, and ensure successful execution, of the development officer’s activities.
2. Input of donor relations data collected from contact reports is maintained in the University Advancement database system and records, ensuring accuracy in reporting to appropriate internal constituencies.
3. Manages the monitoring system to measure development officers’ progress so that proper recording takes place for strategic planning purposes.

4. Monitors activity to ensure follow up as per action items documented in contact reports of assigned development officers.
5. Ensures that fundraising activity and prospect information is accurate in our database records (Colleague Advancement).

### **Major Responsibilities Relating to Planned Giving**

1. Develops strategic stewardship policies and procedures for planned giving prospects and holders of life insurance policies designated to Mount Allison University.
2. Creates strategic documents to inform planned giving constituents, these may include planned giving guidelines, will confirmation forms, annual reports and a website.
3. Plays a strategic role in documenting planned giving prospects intentions and engagement strategies that fosters a stakeholder relationship with the institution.

### **General**

1. Apart from the University Advancement office, the incumbent works closely with Student Awards office, Financial Services and Mount Allison's senior executives.
2. The incumbent exemplifies the principles of donor-centered practices and processes that demonstrates to donors the importance and impact of their investments in support of our University's mission.
3. The incumbent is also the principal resource for gathering and presenting information about new research pertaining to stewardship and best practices at other leading universities.

### **B. Qualifications**

- Undergraduate degree or equivalent with 3 to 5 years of experience working within a fundraising environment with demonstrated skill in information management, engagement strategies, and communications.
- Experience with maintaining prospect information and relational data management systems and the ability to work effectively with systems administrators or programmers.
- A demonstrated strong attention to detail and a commitment to accuracy.
- Skilled in working with word processing, spreadsheets and presentation software. Strong command of Microsoft Excel for presentation and data management purposes.
- Must be able to work confidently with staff at all levels, including members of Mount Allison's Senior Executive team.
- Must be able to communicate effectively with benefactors and volunteers.
- Must demonstrate ownership of his or her work, execute tasks independently, and be able to handle and prioritize multiple tasks, must be able to work under pressure, set deadlines and collaborate with other team members.

- Thorough understanding of the University's mission and the role it plays in advancing donor relations.
- Excellent organizational, interpersonal, written and oral communications skills.
- Discretion in dealing with confidential donor information.