



Manager, Major Gifts

Interim position profile,

May 2023

This interim profile will be updated with more information for candidates in the coming weeks.

Royal Roads University is located on the traditional lands of the Xwsepsum (Esquimalt) and Lekwungen (Songhees) ancestors and families who have lived here for thousands of years. This land has been part of the fabric of the life of Indigenous communities long before Hatley Castle was built, and it will be long into the future. It is with gratitude that we now learn and work here, where the past, present and future of Indigenous and non-Indigenous students, faculty and staff come together.

Located in one of Canada's most beautiful National Historic Sites, RRU is just minutes from downtown Victoria, British Columbia and is surrounded by old growth forest and awe-inspiring ocean and mountain views. RRU is a special-purpose university that delivers high-quality applied and professional programs. Established by the provincial government in 1995 through the Royal Roads University Act, RRU was created with a unique mandate and governance structure to respond to the labour market needs of British Columbia. RRU has over 20,000 alumni in 65 countries. With a reputation for innovation, RRU is a leader in the delivery of blended learning programs, which combine intensive residency experiences with online course work.

POSITION SUMMARY

The Advancement team plays a vital role in the future of Royal Roads University (RRU), leading fund development activities that support Royal Roads' vision to inspire people with the courage to transform the world. Through Royal Roads University Foundation (RRUF), RRU operates an integrated fund development program – including Annual Giving and Major Gifts - which supports institutional funding priorities. The Major Gifts program is an important source of revenue for RRU and is responsible for securing gifts of \$25,000+ from individuals (including those in the RRU alumni and military heritage community), corporations and foundations through campaigns, personal solicitations, sponsorships, and estate planning.

Reporting directly to the Director, Advancement the Manager, Major Gifts (the Manager) is an essential member of the advancement team and will lead the development, implementation, tracking and reporting of RRUF's Major Gifts program (targeting gifts of \$25K+). This role will develop and implement a strategic major gift fundraising plan for each assigned institutional fundraising priority, ensuring they align with and support RRU's vision, mission, strategic plan, and

fundraising goals. The Manager will also lead the implementation and administration of comprehensive campaign plans and programs.

As a major gift front-line fundraiser, the Manager plays a leadership role in shaping RRUF's engagement, solicitation and stewardship of major gift prospects and donors capable of giving \$25,000+. This role will manage a portfolio of 100 – 150 active prospects, donors, and volunteer leaders, while leveraging the experience and involvement of the Director, Advancement, VP, Communications and Advancement and the President as well as advancement, operations, and alumni relations team members to prospect, cultivate and steward gifts to maintain donor and funder involvement, interest, and support. The Manager actively engages senior community leaders and key members of the Royal Roads University community including Board of Governors, advisory council members, senior leaders, faculty, students, alumni, and professional staff in support of the Major Gifts fundraising and campaign strategies. This role will be responsible for meeting budget goals, including program and individual revenue targets.

The Manager will lead the work of a 1.0 FTE grant writer and a contract prospect researcher and will expand the team over time to support the growth of the Major Gifts program as revenues increase.

This Manager will be required to work independently and demonstrate a high level of initiative while being in a dynamic team environment where flexibility and multi-tasking is essential. This role also includes other similar duties as they may arise. Some travel and occasional work in evenings and weekends is also required.

PRIMARY POSITION OUTCOMES

- Provides fundraising campaign leadership, facilitating the development of innovative and integrated solutions and plans to successfully realize major gift goals.
- Develops and manages campaign(s) pipeline/prospect assignment with other members of the advancement, alumni relations, and operations teams, ensuring data is accurately captured and recorded.
- Develops and ensures execution of campaign plan activities, including related prospect and campaign research, proposal writing and editing, drafting correspondence, and liaison with Advisory Council/Campaign Cabinet members and RRU community partners.

- Works closely with the operations team to create a suite of reports related to the campaign(s), including pipeline, moves management (volunteer and staff), and project fulfilment. Delivers regular status reports on campaigns, including goals, funds raised, prospect/proposal pipeline, timelines.
- Develops an annual plan of major gift activity that includes both program and individual portfolio objectives.
- Provides leadership and direction to contract prospect researchers and grant writers to develop, manage, and execute activities for related fundraising campaigns and identified prospects, including developing and executing cultivation plans for major- and leadership-level gifts.
- Works with the Director, Advancement, and advancement team members to develop, implement, and enhance strategies to grow revenue across the portfolio of fundraising initiatives, setting annual benchmarks for growth and goal achievement.
- Ensures effective functioning of volunteer committees (i.e., Campaign Cabinets) by planning and implementing regular activities and monitoring prospect assignments and interactions for Advisory Council members.
- Develops and manages a portfolio of approximately 100 - 150 major gift prospects with an estimated giving capacity in excess of \$25,000.
- Solicits major gifts independently and in collaboration with the Director, Advancement, VP, Communications and Advancement, the President, and other members of the advancement team, as well as volunteers. Cultivates and solicits donors in one-on-one meetings and phone calls.
- Develops and implements detailed development plans for each prospect within portfolio.
- Inspires, leads, and directs the activities of contracted prospect researcher and grant writers and expands the Major Gifts team over time to support the growth of the Major Gifts program as revenues increase.
- Provides strong and effective leadership and ensures that team members are developed and supported in their roles as the team grows.
- Develops, achieves approval for, and implements long-term human resource plans for the program.

- Holds broad and extensive knowledge of the fundraising profession, non-profit industry, and higher education philanthropy, as well as proven strategic expertise in the area of major gift and campaign fundraising.
- Maintains an understanding of best practice in philanthropy, updating job knowledge, participating in educational opportunities, reading professional publications, maintaining personal networks, and participating in professional association activities.

Performs other related duties as required or assigned, similar in scope and complexity, to support the goals of RRUF/RRU.

DESIRED QUALIFICATIONS (EDUCATION, SKILLS, ABILITIES)

- Aligned with the University's mission, an understanding of its heritage aspects, programs, and the RRU learning experience
- Significant major gifts fundraising experience, ideally within a higher education environment.
- Track record of successful major gift and planned gift solicitations, ideally also including corporate and foundation giving
- Experience in campaign management and fundraising campaign principles.
- Proven ability to lead individuals and teams to success.
- Highly developed interpersonal and relationship skills. Proven ability to exercise a high degree of diplomacy and discretion.
- Superior communication skills, including ability to write clear and compelling letters and proposals and make concise and engaging presentations.
- Excellent analytical and organizational skills.
- Entrepreneurial spirit and ability to think creatively to solve problems
- Strategic thinker with ability to influence and inspire others
- Demonstrated project management and facilitation skills; proven ability to meet deadlines in a fast-paced environment with multiple, competing deadlines, and time and resource constraints.
- Familiarity with the advanced features of Microsoft Office; in-depth knowledge of a donor database management system (Raiser's Edge and/or NXT preferred).

- Familiarity with CRA regulations related to giving, and knowledge of federal and provincial privacy legislation.
- University degree in marketing, business or related field, or equivalent combination of education and experience
- Certified Fund-Raising Executive (CFRE) designation considered an asset

COMPETENCIES

- Relationship management
- Results focus
- Teamwork
- Flexibility/Facilitating Change
- Communication
- Leadership
- Client focus

INFORMATION FOR CANDIDATES

This interim profile will be updated with more information for candidates in the coming weeks.

In the interim, applications, enquiries, and nominations to the RRU's search partner, The Discovery Group, are welcome.

Please contact Christoph Clodius, Vice President of The Discovery Group, at christoph@thediscoverygroup.ca to learn more.

Compensation: This position has been evaluated at ME-A with a salary range of \$85,509 (minimum) to \$100,599 (midpoint) to \$115,690 (maximum) per annum. Employment offers will normally be made between the minimum and midpoint of the range and are determined by knowledge, experience, and internal equity. The University is pleased to offer a comprehensive benefit package.

Diversity: Royal Roads University is strongly committed to fostering diversity within our community. We welcome those who would contribute to the further diversification of our faculty and staff including, but not limited to, women, visible minorities, Indigenous people, persons with disabilities and persons of any sexual orientation or gender identity.