Stewardship and Engagement Manager, Ontario Agricultural College

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Stewardship and Engagement Manager, Ontario Agricultural College

Alumni Affairs and Development

Hiring #: 2019-0417

Please read the Application Instructions before applying

This position of Stewardship Engagement Manager (OAC) is an opportunity to join a high-performing team of passionate fundraising professionals at the University of Guelph, one of Canada’s leading comprehensive research-intensive universities.

The department of Alumni Affairs and Development (AA&D) advances the mission of the University of Guelph by raising private support and building relationships with a broad range of stakeholders ranging from alumni and friends, to corporations and foundations. As a member of the AA&D team, the Stewardship Engagement Manager epitomizes the department’s shared values of respect, empowerment, integrity, appreciation and forward focus.

Stewardship and effective donor relations means ensuring that people who donate money to the University feel that their gifts are appreciated and have directly benefited the University, its faculty, staff and students. It involves thanking and recognizing donors, as well as ensuring the University is accountable to donors on how their gifts are spent. A goal of good donor relations is to have donors who feel informed about the University and involved in its vision and plans for the future. Effective stewardship of donors is the first step towards their next donation. If done well, it greatly increases not only the probability of future gifts but the size of those gifts. This function is critical to retention of the University’s existing donor base, to achieving fundraising goals and the overall University of Guelph’s future fundraising success.

The annual fundraising results for the University of Guelph have doubled from past years, and the size of the University’s donor base has increased exponentially. As well, changing trends in donor relations are creating a need for more dedicated resources. Today, donors demand a personal, donor-centered approach that includes personal interaction, targeted communication and individual reporting of measurable results on past giving.

AA&D is currently seeking an experienced fundraising professional to continue building and enhancing life-long relationships, including philanthropic contributions. Reporting to the director, OAC advancement, and working closely with the associate director, stewardship and donor relations, the stewardship and engagement manager, OAC is responsible for fulfilling stewardship deliverables and creating and executing a college-wide comprehensive donor relations and stewardship strategy that appropriately and consistently provides recognition and acknowledgement of major gift donors (realized giving, pledges and planned pledges valued at $25,000 or more).

The manager will be accountable for some relationships in the stewardship cycle within the major gift fundraising program for the college, with a focus on relationship management of individuals with giving of $25,000 and above.

The stewardship and engagement manager, OAC will be the overall lead in the college for the fulfilment of stewardship deliverables and communications requirements for major gift donors including the management of gift announcements and overseeing permanent recognition systems as well as the management, preparation and timely delivery of annual donor reports, chair and faculty reports as outlined in gift agreements.

The stewardship and engagement manager, OAC is also responsible for creating and executing stewardship plans that include engagement strategies of either individuals or groups of OAC major gift donors. Engagement is about involving these individuals in campus life, and keeping them informed through proactive communications.
Specifically, the manager works collaboratively with the director OAC advancement and the major gift relationship manager to develop individual or group engagement plans for select individual or segments of the college’s major gift donors and/or friends. Plans should include all appropriate communication in accordance with the gift level and University policies, as well as stewardship deliverables committed to through proposal negotiations and personalized engagement strategies.

Requirements for this position include: An undergraduate degree and two (2) years’ experience in donor relations, fundraising, and/or public relations in a profit/or non-profit environment, or an equivalent combination of education and experience. This position requires superior communication skills (written and verbal) and interpersonal skills. Experience working on a fundraising team on large and complex fundraising projects especially major, multi-year capital campaigns, with specific experience in donor stewardship. Proven project management, event planning expertise and demonstrated analytical, strategic-thinking, adaptability, and relationship-building skills are essential combined with business level use of Microsoft Office Suite of programs and end-user database proficiency.

Position Number         394-072  
Classification               P04* 

*Tentative evaluation; subject to committee review.

At the University of Guelph, fostering a culture of inclusion is an institutional imperative. The University invites and encourages applications from all qualified individuals, including from groups that are traditionally underrepresented in employment, who may contribute to further diversification of our Institution.

Posting Date: 2019 07 22  
Closing Date: 2019 07 29  

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