#### Trent University LogoEXEMPT JOB DESCRIPTION

**Job Title:** Senior Development Officer, Athletics

**Job Number:** X-470 | VIP: 1980

**Band:** EXEMPT-7

**Department:** External Relations & Development

Athletics

**Supervisor Title:** Campaign Director

Director, Athletics & Recreation

**Last Reviewed:**  April 16, 2024

#### **Job Purpose:**

Dual reporting to the Campaign Director and the Director, Athletics & Recreation, the Senior Development Officer – Athletics (SDO) will be situated in the Department of Athletics & Recreation and work within the Development Team to secure leadership gifts, major gifts, and sponsorship. The SDO will work with the Director, Athletics & Recreation to focus on athletics-based fundraising strategies. This role requires a results-oriented, dynamic, and enthusiastic individual with demonstrated relationship building skills as well as a proven ability to "close the gift". The SDO is responsible for the full scope of relationship management related activities including prospect discovery, cultivation, solicitation, recognition and stewardship of prospects and donors.

The incumbent will manage a portfolio of 100 – 125 major prospects and donors, each with the capacity to make gifts of between $100K and $500K. The SDO will have the ability to create integrated lifetime and legacy gift plans. The SDO plays a critical role in developing strong relationships on behalf of the University and in fostering a culture of philanthropy at the University. The incumbent is expected to become fluent in the philanthropic needs of the Department of Athletics & Recreation at Trent University. The SDO is expected to be able to independently develop new and novel ideas and to identify strategic areas for philanthropic donation and sponsorship. The incumbent should have a demonstrated broad and strong background in Athletics (e.g., playing, coaching, or refereeing at a high level).

The general areas of interest to Trent Athletics & Recreation include, but are not limited to, varsity student-athlete scholarships (e.g., Green & White Scholarships), booster clubs, student-athlete training supports, capital investments (e.g., facilities, equipment, locker rooms, etc.), team travel supports, coaching supports and sponsorship.

#### Key Activities:

##### Major Gifts Portfolio Management

* In close collaboration with the Campaign Director and the Director, Athletics & Recreation, the SDO will be responsible for managing a portfolio of 100-125 major gift prospects. Annual fundraising goals will be set to create a sustainable major gifts program with clear moves management objectives. The SDO will be meeting with major Athletics prospects and donors on a regular basis and will need to travel to do so. The majority of travel will be from Peterborough to Toronto, around the golden horseshoe area as well as occasional trips to Ottawa or out of the province. Prospects will include individuals, local businesses, corporations, and foundations. The SDO will participate in prospect clearance activities, qualifying prospects with the assistance of the development team. The SDO will secure meetings to establish donor interests to align them with Athletics priorities. They will prepare and present proposals to prospects to inspire their support, as well as record call reports, results and next action steps in Raiser's Edge providing essential tracking of all activities. The SDO must meet annual fundraising and sponsorship targets of at least $500,000.

Working closely with the Director, Athletics & Recreation, the SDO will be responsible for understanding the vision of the Department of Athletics & Recreation. The SDO will identify opportunities for donors to enhance Athletics facilities and the student-athlete experience. The incumbent will lead the case development for Athletics & Recreation overall as well as key priorities. The SDO will ensure the involvement with the Director in appropriate levelled donor relationships. There may be several donors for whom the Director is the key relationship manager. The SDO will develop strategies and moves management for prospects and their proposals to reach financial targets. Additionally, the SDO will design and help develop cultivation events and opportunities that will engage donors and prospects.

##### Volunteer Management

* As part of the ER&D team, the SDO will assist with identifying, recruiting, training, and motivating volunteers who will assist with Trent’s fundraising efforts. The SDO will recruit volunteers with a keen interest in supporting our vision for Athletics & Recreation at Trent University. They will assist with the development of fundraising strategies that will empower and inspire our volunteers, provide regular communications to our volunteers on success to date, and provide any materials needed for successful approaches.

The SDO role is embedded within the Department of Athletics & Recreation and as such, the individual will develop a deep understanding of all teams and programs. Attendance and reporting on fundraising at department meetings will be encouraged. The SDO will involve coaches and student-athletes in donor visits and proposal development as required.

##### Stewardship & Special Events

* The SDO will collaborate with the Manager, Philanthropic Stewardship to ensure appropriate stewardship of donors including naming opportunities, gift celebration opportunities and proper cultivation through events. They will leverage annual endowment reports as an opportunity to visit donors to further cultivate their next gift. As the SDO’s portfolio dictates, they will attend University-wide events or Athletics events which allow them to move a prospect or donor closer to making their gift.

##### Administration & Managerial Responsibilities

* The SDO will contribute to the overall development, implementation and evaluation of ER&D's operating plan and success strategies for fundraising; will monitor results and progress, which is essential for achieving our collective goals. The SDO is responsible for the tracking of proposals through the pipeline, updating information immediately in Raiser’s Edge to ensure real-time accuracy, as well as recording all invitations, calls, meetings, and important prospect/donor interactions. The SDO will work closely with Alumni Engagement and Services to build the affinity of student-athlete graduates. They will collaborate with all members of Advancement and University departments that require support.

#### Education Required:

* Honour’s Degree
* Experience working in a university environment would be preferred.
* CFRE designation would be an asset.

#### Experience/Qualifications Required:

* A minimum of eight (8) years of experience in fundraising with five (5) years at a senior level with a proven track record involving face-to-face cultivation, solicitation and relationship management. Experience in higher education fundraising desirable. Equivalent experience in a related field such as sales and marketing, communications, financial services, or others may be considered.
* Excellent knowledge of major gift and planned giving fundraising practices and considerations, including moves management and pertinent tax planning considerations; endowment funding, leadership giving and capital campaign experience essential.
* Excellent interpersonal and communication skills. Demonstrated ability to interact comfortably, tactfully, professionally, and effectively with a wide range of internal and external constituencies and stakeholders, including volunteers, donors, faculty and staff, and community members.
* Excellent knowledge and broad understanding of athletics and sport.
* Superior written communication and proposal writing skills, and experience in prospect research.
* Demonstrated ability to lead and motivate volunteers and donors; previous experience with senior volunteers and committees is essential.
* Demonstrated ability to develop strategic and tactical plans, establish goals and accomplish them as part of an organizational plan.
* Excellent organizational, planning and time management skills, with demonstrated ability to manage multiple tasks and flexibility in meeting shifting demands and priorities.
* An entrepreneurial spirit and ability to think creatively to problem solve.
* Demonstrated ability to work independently and as part of a team.
* Proficiency with MS Office (Word, Excel), internet research, Raiser’s Edge database.
* Flexibility to work on occasional weekends.
* Must be willing and able to travel locally, regionally, and occasionally nationally.
* Must have a valid class ‘G’ driver’s license to meet the travel requirements of the job.

**Job Evaluation Factors:**

##### Analytical Reasoning

Examples:

* Recruitment, orientation, management, and evaluation of volunteers
* Cultivation and negotiation of donor interests and philanthropy
* Developing strategic approaches to potential donors requiring internal and external research based on analysis and alignment of donor interests with Trent’s needs
* Ability to negotiate complex planned giving strategies with donors

##### Decision Making

* Complex decision-making daily in all the areas identified under analytical reasoning.
* Negotiation and decision-making with volunteers, donors, and stakeholders
* Based on research, determine specific actions to engage potential donors and steward existing donors
* Experience, discretion, tact, and judgment are required.

##### Impact

* Actions or decisions taken by the Senior Development Officer impact upon the accomplishment of External Relations and university objectives.
* Impact upon reputation of university with senior volunteers and community members.

Examples:

* Reputation & fundraising: engagement with alumni, donors, and volunteers.
* Successfully increase financial support (expendable and endowed) for Trent’s intellectual assets by achieving stated financial targets for scholarships, awards, bursaries, facilities, and equipment.
* This increased support additionally impacts upon Trent’s competitive advantage for recruitment and retention outreach.

Illustration:

* Successful negotiation of a $250,000 philanthropic gift directed as follows: $50,000 towards an endowed fund to support the varsity volleyball team; $160,000 to enhance student-athlete locker rooms; $40,000 for training programs to attract high caliber athletes. These needs were approved by the Director, Athletics & Recreations as top priorities.

##### Responsibility for the Work of Others

Indirect Responsibility for the Work of Others:

* ER&D team members – ensure maximum effort is made to successfully implement moves management within the donor pool and that stewardship of major donors is implemented.
* Alumni Affairs – ensure targeted outreach is implemented.
* Senior Volunteers – ensure appropriate recruitment, orientation, and deployment in philanthropic initiatives.

##### Communication

Internal Contacts:

* Engage senior administrators, coaching staff, and the academic community (dean, chairs, faculty, researchers, staff) to develop content for proposals and to assist with the cultivation and stewardship of donors and prospects.
* With advancement team members: prospect clearance & strategy, development of donor lists and research support, development of fundraising materials & web content.
* Select alumni, volunteers and board members: to engage as donors, assist with cultivation, solicitation and stewardship.

External Contacts:

* Donors and prospects (small business, corporate, individual, foundations) for the purpose of seeking support for Trent’s priorities in Athletics & Recreation (e.g., scholarships, booster clubs, sponsorship, capital improvements, etc.)
* Non-governmental organizations whose purposes match Trent initiatives – e.g., private foundations that provide grant funding for sports and athletics.
* Targeted individuals who can assist in expanding the pool of potential supporters and key contacts for Trent.

##### Motor/ Sensory Skills

Motor Skills:

Skill Type Job RequiringKeyboarding & mouse manipulation Computer usage impacts upon majority of responsibilitiesDriving To attend internal and external meetingsDexterity/Coordination Interaction at special events

Sensory Skills:

Skill Type Job RequiringHearing, speech and visual: complex remote and face-to-face communication, negotiation, and presentations

##### Effort

Mental Effort:

Description Job Tasks RequiredSustained concentration & focus Research, strategy development – for content and prospects/  
 proposal writing

Interacting and negotiating with prospects, alumni, volunteers, etc.

Prospect identification and qualification

Maximize Trent’s outreach in the Toronto market – i.e., expand giving from existing donors, develop new prospects, steward Toronto based donors (including alumni)

Physical Effort:

Long periods of time spent keyboarding, in meetings, frequent driving and travel requiring more than one hour.

##### Working Conditions

Psychological Conditions:

* Demonstrated flexibility in meeting shifting demands and priorities and managing multiple tasks.
* Flexibility to work occasional weekends.
* Local, regional and occasional national travel expected.
* Frequently deal with donor sensitivities and occasionally stakeholder complaints.
* Stress imposed by quarterly and annual fundraising and program objectives.

Physical Conditions:

* Long periods of time spent keyboarding and in meetings
* Frequent driving and travel requiring more than one hour
* Prolonged standing at special events