Generic Position Overview

**Family:** Institutional Development

**Cluster:** ID7

Note: Employees of Queen's University work in a challenging and diverse environment. Queen's is committed to encouraging the development of new skills and attributes in its workforce. It is critical that staff are able to adapt to a changing work environment and to acquire new skills as these become necessary.

Depending upon the size of the department or unit and its functional activities, incumbents who fall into this category may perform all of the duties listed below or, in the case of large departments or units, may be assigned to designated specialized functions.

Generic Position Summary: As part of a team, the incumbent performs a variety of duties related to institutional development. Serve as liaison between various units, individuals, and other groups to increase communication and participation. Undertake programs or projects that serve to maximize support as designated. Assist in goal-setting and problem resolution. Monitor progress and prepare status reports. Identify, evaluate, and solicit prospective donors including individuals, corporations and foundations, as designated. Through research and survey methods, identify appropriate candidates for cultivation and establish and maintain contact through written, telephone, and personal communication. Assist in the design and implementation of marketing campaigns and create awareness through creative public relations. Promote interactions between current and former students. Assist with administrative and financial duties as required. Recruit and train volunteers as required. Serve as contact person and deal with a variety of questions, complaints, and comments.

**Primary Duties And Responsibilities:** Assist in the preparation and implementation of campaign-related fundraising initiatives as assigned. Develop support for projects from all members of the community including alumni, staff, faculty, volunteers, students, and business or community leaders.

Serve as a liaison between various units, individuals, and groups to facilitate communication and participation in various projects. In consultation with others, develop, implement, or recommend programs or projects that serve to maximize financial support.

Assist with developing a plan of goals and strategies which coincide with the priorities and functions as assigned. In consultation with supervisors, develop and
refine objectives and resolve problems associated with implementing plans. Produce, distribute and update status reports as necessary.

Identify, evaluate, and solicit prospective donors as designated. Within established guidelines, determine which individuals, corporations, or foundations are appropriate for cultivation, and establish and maintain contact through written, telephone, and if possible, personal communication. Participate in the identification and development of potential fundraising events and work to enhance programs through goal setting, public relations, and logistical planning. Design and implement advertising, public relations, and other marketing strategies as appropriate to encourage participation and to maximize positive outcomes.

Assist with regular program activities and administrative duties as required, especially during periods of high-level campaign activity. Manage budget and perform bookkeeping or accounting duties as required. Perform human resources duties including hiring/firing, training, and delegation of tasks. Recruit and train volunteers to assist with fund-raising efforts in the department or unit.

Serve as contact person and maintain communication within the unit, with other departments, throughout the community, and with all appropriate external bodies. Deal with questions, complaints, and special requests or redirect inquiries if necessary.

Undertake other duties as required in support of the unit or department.

**Required Background:** University degree with experience in relevant areas, such as project/volunteer management, fundraising, or public relations. Knowledge and understanding of Queen's culture and organization will be considered an asset. Proven organizational and communication skills are central to the effective performance of duties. Incumbent's background should reflect his/her ability to work in a team environment with a wide variety of individuals in many different contexts. Consideration will be given to an equivalent combination of education and experience.

**Special Skills:** Typical skills that *may* be required in the performance of job duties include:

- Ability to communicate (verbally and written) concisely and creatively. Interpersonal skills in order to interact with a variety of individuals at many different levels. Presentation skills for training and motivating.

- Organization and project management/leadership skills in order to participate in many different projects at once.

- Analytical skills to understand and compile vast amounts of information and incorporate it into program design.

- Computer skills relevant to the position, including word processing, database,
and spreadsheet operation.

Ability to work both independently and as part of a team. Know when to seek support from resources as required.

Ability to maintain confidentiality.

Understanding of the major issues at Queen's, the university's structure, and various needs and goals.

**Decision Making:** Examples of the types of decisions regularly made on the job:

Determine, in consultation with other units/departments, appropriate new programs, and develop strategies for ensuring success of current and future initiatives. Make recommendations for improvements in program design and delivery.

Determine, with consultation, the most effective target groups for solicitation and cultivation. Develop and recommend a recruitment strategy for alumni. Decide how best to approach target groups, what message should be communicated to them, and how to record and process the resulting information.

Decide best method of communicating by designing strategies for establishing and maintaining contact through written, telephone, and personal meetings.

Determine, in conjunction with other staff, when it is appropriate to involve senior supervisors and administrators in fundraising initiatives.

Review complaints and inquiries, and direct them to the most appropriate individual or unit.

Decide how to best coordinate time and effort between various programs. Determine what work may be delegated to junior employees or volunteers. Assess and evaluate work levels in order to determine the progress of various projects and decide whether work levels need to be adjusted.

**Supervisory Responsibilities:** May be supervisory duties in some positions. Supervisory duties may include delegation, hiring/firing, disciplining, and conducting performance appraisals.

*Last update: December, 1999*