Investing in the lives of our students and alumni makes a difference now and in the future. Would you like to become part of this great work? The Office of Advancement at Queen’s University is seeking a motivated and innovative Associate Director, Alumni and Student Strategic Initiatives who works well in a team environment.

Reporting to the Associate Vice-Principal (Alumni Relations & Annual Giving), the Associate Director, Alumni & Student Strategic Initiatives, develops, implements, oversees, and evaluates student and alumni engagement strategies based on demographics, reunions of classes, shared interests, and other affinity groups, including Homecoming – the university’s flagship reunion program. The Associate Director, and the Alumni & Student Strategic Initiatives team, identifies and builds the university’s pipeline of donors by effectively engaging alumni and students in Queen’s initiatives and with one another. This engagement includes volunteer-led philanthropic initiatives.

An experienced manager of volunteer resources, the incumbent provides high-level expertise and direction to campus stakeholders, based on best contemporary practice and strict adherence to the principles and values of the Canadian Code for Volunteer Involvement. Additionally, this position provides coaching and leadership to a team of five in support of the department’s objectives.

The Opportunity
Responsibilities
Strategic Planning and Program Management

- Working collaboratively with staff in the Office of Advancement, as well as faculties, schools and university-affiliated groups across campus, the Associate Director, Alumni & Student Strategic Initiatives develops and implements short and long-term relationship-building strategies and programming for current students and alumni in alignment with university-wide strategies and priorities.
- In consultation with the Associate Vice-Principal (AR&AG), sets the strategy/direction for new programs based on data analysis and a thorough understanding of the emerging trends of alumni, volunteers, students, and donor behaviour, including demographic cohort trends, that can be leveraged to maximize the engagement potential and philanthropic giving of these groups. Establishes engagement strategies, targets, metrics, and analyzes results. Modifies existing programs to align with emerging priorities and industry trends.
- Leads the strategy for the university’s Homecoming weekend. Works with multiple stakeholder groups, both on campus and off, including senior administrators, students, faculty, staff, the Queen’s University Alumni Association (QUAA) board members, reunion coordinators, alumni volunteers, and city officials to maximize the engagement potential of Homecoming Weekend.
- Collaborates with the Director, Annual Giving, and faculty/school partners, to create volunteer-led initiatives that lead to giving, e.g. reunions and reunion class giving, shared interests and other affinity groups. With the Director, Annual Giving, works to achieve reunion class giving monetary targets; develops a strategy that will increase class giving fundraising awareness and encourage involvement of the alumni network.
- Provides high-level expertise and mentorship to faculties, schools and departments to guide them in the development of student and alumni volunteer engagement strategies, policies, guidelines and practices that deliver on engagement priorities and enhance the experience of volunteering for Queen’s.
- Provides oversight for the Queen’s Student Alumni Association (QSAA) to maximize the engagement and philanthropic giving potential of the student population at Queen’s.
- Leads strategies for volunteer education of students, faculty, staff, and alumni, including Alumni Volunteer Summit.
- Develops effective liaison with the Principal, Vice-Principals, Deans, and other senior university officials and provides high-level guidance on alumni and volunteer engagement strategies to ensure the highest strategic use of their roles in building and maintaining relationships with alumni volunteers.
- Acts as an ambassador of Queen’s University representing, the university and the Office of Advancement to external audiences. Builds, cultivates, and maintains relationships with alumni, donors, volunteers, other friends, community and professional organizations.
- Works with our partners to ensure Alumni Relations and Annual Giving utilizes alumni engagement metrics that reflect best practice and emerging trends.
- Ensures strategic communications initiatives are timely, error-free, and of high quality, in accordance with the university’s brand and visual identity standards.
- Represents Queen’s University at meetings and conferences with colleagues from other higher educational institutions for the collection and exchange of ideas and information.

QUALIFICATIONS

University degree, preferably at the honours level.

Minimum five years of progressive experience at a professional or managerial level, specializing in alumni/student engagement & volunteer management, preferably in a post-secondary or institutionally relevant environment, with a demonstrated ability to effectively build volunteer relationships that enhance and advance the profile of the university.

Recognized professional volunteer management certification (CVA, CVRM) or equivalent considered an asset.

Proven leadership and management experience, with a demonstrated ability to promote inclusion in the workplace and effectively recruit, supervise, organize, direct, motivate and retain talented staff and volunteers to achieve objectives; and work effectively with senior leadership.

Proven record of accomplishment in strategy development and implementation, project planning, budget and revenue forecasting, program analysis, and meeting objectives of these plans.

Clear understanding of and strict adherence to ethical fundraising standards and supporting legislation.

Knowledge of the Canadian philanthropic and university environment, including the challenges faced by post-secondary institutions.

Consideration will be given to the equivalent combination of education and experience.
Responsibilities

Administrative

• Provides budget and staffing leadership for the unit. Oversees the unit’s budget, participates in budget submission activities, develops and prepares annual budget documents, and assists in preparing service level agreements.

• Analyzes data and prepares reports required to formulate, execute, evaluate and benchmark strategic and priority-driven implementation plans. Reports findings to the Advancement Leadership Team and implements changes in strategy as required.

• Meets with staff on a regular basis to review progress against annual goals. In consideration of progress to date, takes a lead role in identifying and implementing further opportunities and strategies that may have arisen to ensure goals will be achieved.

• Plans, prioritizes and manages the work of employees, providing strategic and tactical advice, guidance and coaching to ensure effective program delivery and/or services. Identifies the need for staff resources, participates on staffing committees, and makes effective recommendations regarding employee selection.

• Manages performance by establishing performance standards, reviewing and evaluating performance and conducting formal performance reviews on an ongoing basis.

• Assesses staff training and development needs and ensures that employees receive training required to improve and sustain successful performance.

• Investigates, addresses, and resolves employee/labour relations issues, including making decisions regarding disciplinary and discharge matters.

• Undertakes other duties as assigned and in support of the unit and/or department.

COMPETENCIES

Recognized leader at managing long-term and productive relationships with students, alumni, volunteers and staff across all levels of the organization.

Highly motivated and results driven individual able to set high standards and ambitious goals within established guidelines.

Bring s a collaborative, customer service attitude and take s pride in fostering connections, developing/nurturing relationships and creating innovative programs.

Strong analytical and interpretive skills, with the ability to compile and interpret data from a variety of sources, select appropriate methods of analysis, apply excellent business insight to think about institutional information in an interdisciplinary way, and strategically use information gleaned through market research trends and issues to improve and enhance alumni and student engagement initiatives to target audiences.

Superior writing, editing and verbal communication skills and interpersonal skills to work well in a complex, decentralized environment.

Ability to identify and respond to the needs and interests of varied audiences, in a highly visible and fast-paced environment, requiring a high level of professionalism and quick, appropriate decision-making skills.

Recognize diversity of abilities and adapt content, tone, medium, and style to audience to be inclusive.

An innovative and strategic thinker; ability to analyze complex situations and determine appropriate course of action to reach a resolution, using advanced analytical and problem-solving skills.

Ability to influence outcomes and identify optimal approaches to win cooperation from a variety of audiences including volunteers, to facilitate diverse groups of people to work toward; and succeed in; shared goals in a highly decentralized environment. High level of tact and discretion, maturity and good judgment, and the ability to deal with sensitive issues in a professional manner.

Excellent planner of resources, with the ability to exercise good judgment in making independent decisions.

Exceptional computer skills, including Windows operating systems, Microsoft Office, and Internet tools for data and statistical analysis. Experience with large database management systems (Advance), and online event registration applications considered an asset.
About Queen’s University

Widely recognized as one of Canada’s leading universities, Queen’s University has an international reputation for scholarship, research, social purpose, and spirit. Founded in 1841 and located in Kingston, Ontario, Queen’s is committed to using its talents and resources to rise to the challenges facing our local, national, and global communities. The campus has a fully integrated network of six libraries and is home to several outstanding museums and arts facilities, including the Agnes Etherington Art Centre and The Isabel Bader Centre for the Performing Arts.

Queen’s student body consists of approximately 24,000 students, drawn from more than 100 countries and every Canadian province and territory. International students make up 8.1% of the full-time student population, and 95% of the student population comes from outside of Kingston.

When compared to 500 other institutions as part of the Collegiate Learning Assessment, first-year Queen’s students rank in the 90th percentile for critical thinking, problem solving, written communication, and lifelong learning skills. By fourth year, our students are in the 98th percentile, underscoring Queen’s transformative learning experience. Over 87% of our students graduate, which ranks first in Canada according to Maclean’s 2016 Rankings. Queen’s ranked 4th among medical-doctoral universities in Canada in Maclean’s 2016 University Rankings, and 1st for student satisfaction.

Research prominence is a pillar of Queen’s Strategic Framework and plays a critical role in the University’s ability to contribute knowledge and ideas to Canada and to the world. A 5-year faculty renewal plan has been launched to further research and academic excellence. Queen’s is home to Canada’s most recent STEM-field Nobel Prize winner, 41 Canada Research Chair holders, a Canada Excellence Research Chair, a Canada First Research Excellence Fund award, and is second in Canada in faculty awards. Queen’s is also the recent recipient of three Canada Foundation for Innovation grants under the Major Science Initiatives fund and two Networks of Centres of Excellence grants.

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Our Alumni body of 155,000+ is stretched across the globe. Queen’s is fortunate to have an amazing, passionate, and engaged alumni body that cares deeply about their alma mater. The lifelong connectivity of our alumni begins with student engagement and invites alumni to participate as supporters in different ways throughout their lives.

Alongside the Queen’s University Alumni Association (QUAA) and the Queen’s Student Alumni Association (QSAA), we work to unite our diverse student and alumni communities and celebrate our many contributions and achievements. This is done through a variety of communications, programs, events and reunions, philanthropy, volunteerism, and other engagement opportunities. Together, we advance the reputation of Queen’s as an exceptional research-based institution of higher learning.

We work to unite our diverse student and alumni communities and celebrate our many contributions and achievements.
This is a fantastic time to join the Queen’s team. In 2016-17, Queen’s University celebrated its 175th anniversary buoyed by an unprecedented decade of philanthropy. Through this collective success we have demonstrated that our university community understands and values Advancement. During the Initiative Campaign (2006-2016), we were inspired by the commitment, generosity, and leadership of donors and volunteers, who have strengthened Queen’s global reputation for excellence, revitalized the campus landscape, and helped attract promising students as well as eminent scholars and researchers. We look forward to welcoming a new colleague and leader who will help us build on this success as we strive to go boldly into our next 175 years.

Led by the Vice-Principal (Advancement) and in partnership with the university’s senior leadership, the Office of Advancement leads and coordinates alumni relations, advancement communications and marketing, fundraising and donor relations to build life-long relationships with alumni, volunteers and friends of Queen’s to advance the strategic vision and academic mission of the university. Together, we advance the reputation of Queen’s as an exceptional research-based institution of higher learning.

With Advancement’s assistance, the university has made significant progress in the priority areas of its Strategic Framework: Student Learning Experience; Research Prominence; Financial Sustainability; Internationalization.

Advancement’s Strategic Priorities 2020 directs our path for the next three years. Supported by the budget model, and building on strengths developed during the period of the Initiative Campaign, we will pursue five strategic priorities:

- Inspiring volunteerism and philanthropy
- Transformational giving in support of Queen’s priorities
- Sustainable engagement with international alumni
- Contemporary practice in information management
- Organizational effectiveness and efficiency

We look forward to welcoming a new colleague and leader who will help us build on our success as we strive to go boldly into our next 175 years.
Why Work With Us?
Our Employee Value Proposition

Join the Queen's University Office of Advancement team where you can build a rewarding career while making a difference, both close to home and around the world.

We work to secure resources that enhance our students’ academic and extracurricular experiences at Queen’s so that they can develop the knowledge, skills, and character to make meaningful contributions to the world. We also work to secure resources that empower Queen’s researchers to make discoveries that advance knowledge and shape global conversations.

We build philanthropic and volunteer support for initiatives that unleash the potential of Queen’s thinkers and doers. We do this by fostering long-lasting relationships among Queen’s students, their parents, alumni, faculty, staff, retirees, and friends from around the globe.

We know that to keep exceptional talent we need to offer more than just a job – we need to offer a career where you will be challenged to grow, to work with and be inspired by committed leaders, and be recognized for your contributions. In addition to competitive wages and comprehensive benefits, we work to support you in the achievement of your career goals including the pursuit of higher learning through in-house training programs, university courses, professional accreditations and memberships.

We are committed to broadening our diversity and fostering inclusion – we value the strength and competitive advantage that diverse backgrounds and perspectives contribute. We foster cross-team collaboration in a creative, supportive environment. We believe in forging superior teams and delivering the best possible outcomes for stakeholders.

We encourage a healthy work-life balance. We place high importance on nurturing a collaborative environment where people are excited to come to work each day, where people take pride in what they do, build a sense of community and work together to achieve collective goals. We also prize — and are an integral part of — the rich academic and social environment that is Queen’s University.

Named Best Canadian Employer by Forbes, Queen's offers progressive compensation packages and strives to provide career enrichment, as well as staff learning and development opportunities.
Karen Bertrand, Artsci’94, began her term as Vice-Principal (Advancement) in July 2018.

A first-generation university graduate, Vice-Principal Bertrand attended Queen’s with the aid of scholarships created through the generosity of our donor community. She graduated in 1994 with an honours degree in Canadian Studies.

Vice-Principal Bertrand got a taste of advancement in her first year at Queen’s, when she worked as a student caller in the Queen’s call centre. After graduation, she returned to her native Guelph and began an 11-year career at the Heart and Stroke Foundation.

In 2006, she moved to the University of Guelph, where she held progressively senior positions in Alumni Affairs and Development. Beginning in 2012, she led the team that raised $200-million for the BetterPlanet Project campaign, and was appointed Associate Vice-Principal, Major Gift Advancement in 2014.

Vice-Principal Bertrand is responsible for overseeing all fundraising and development activities at Queen’s (including annual giving, planned giving, major gifts, capital campaigns, and corporate foundation fundraising), alumni relations, and advancement services.

Learn more about Karen at:

→ Seven Questions with the New VP Advancement
Living in Kingston

Queen’s is situated on traditional Anishinaabe and Haudenosaunee territories in Kingston, Ontario. Nestled on the northeast shore of Lake Ontario, at the mouth of the St. Lawrence River, Kingston is a thriving community of 170,000 residents, boasting a superb quality of life with its big-city amenities, affordability, waterfront location and rich natural landscape.

Cultural, recreation, and community activities abound in the Kingston region. Kingston’s civic pride in its gardens and green spaces has made it a frequent Communities-in-Bloom winner. In the annual ranking released by MoneySense magazine in 2017, Kingston ranked in the top 25th percentile for a strong arts and sports community, and for walkability, transit, and easy commuting. Kingston has a symphony orchestra, many homegrown musical groups, amateur and professional theatre companies, performing and fine-arts schools and programs. In addition to a wide variety of organized sports and recreation programs, our region offers easy access to nature for water sports and hiking.

With a stable and diversified economy that includes global corporations, innovative start-ups and all levels of government, Kingston’s high quality of life offers access to world-class education and research institutions, advanced healthcare facilities, affordable living and vibrant entertainment and tourism activities. In 2017 MoneySense magazine reported that Kingston maintained its dominance in accessible health care – placing in the top 10 communities nationally.

Kingston’s housing market has a history of being stable and affordable for the buyers, with a variety of options suited to different tastes and budgets. In July 2016, Kingston ranked 6th in the Huffington Post’s report on the best cities in Canada for both jobs and affordable homes. Kingston is still well below the national average price of a home in Canada: the 2017 year-to-date average price of a home in Kingston was $330,589.

For more information on Kingston, visit:

→ visitkingston.ca
→ downtownkingston.ca
→ kingstoncanada.com
→ cityofkingston.ca
Application Process

For more information about this opportunity please contact:

Carla Ferreira Rodrigues
Associate Director,
Human Resources
Office of Advancement
Queen’s University
ferreirc@queensu.ca
613.533.6000 extension 79371
1.800.267.7837

Interested candidates must submit a cover letter and resume, quoting competition #J0519-1030 through CareerQ, the university’s applicant tracking system, located on the Human Resources website.

Application Deadline
→ Sunday, January 26, 2020

All inquiries and applications will be held in strict confidence.

The Office of Advancement at Queen’s University values diversity and inclusion. We are committed to employment equity and invite applications from all qualified individuals. We provide support and accommodation throughout our recruitment process, taking into account the individual accessibility needs of each applicant. Please contact Carla Ferreira Rodrigues with any enquiries or for assistance.