West Virginia University Foundation
Job Description

Job Title: Senior Director of Development, Nursing
Department: Development
Reports To: Dean, School of Nursing; Vice President for Development, HSC
FLSA Status: Exempt
Prepared Date: 8/27/14

Summary The Senior Director of Development works closely with the Dean, WVU School of Nursing on engagement of high potential prospects for support of the School’s priority funding objectives. The School’s chief development officer, the Senior Director will establish and manage relationships with an active portfolio of 100 high potential gift prospects on behalf of philanthropic support for the WVU School of Nursing. Portfolio prospects will include individuals, corporations and foundations with heavy emphasis on individuals and on gift capacity of $25K or more. Quantifiable performance expectations are part of annual performance objectives.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

70% effort:
- Identify, select and manage a portfolio of high potential prospects for the purpose of developing and acquiring private support. Coordinate and manage work to focus on major gift prospects based on relationship/contact strategies developed to assure strategic resource focus on prospects with evaluated gift potential of $25k and higher. A major emphasis in doing so will require face-to-face contact with donors and potential donors with at least 10 visits per month. Partner with the Dean on all prospect contacts and related development matters. Engage other School of Nursing leadership (Department Chairs, Associate Deans, etc.) as appropriate in raising private support. Manage a minimum of 100 high potential prospects on an ongoing basis, and meet quantifiable work objectives established for each fiscal year.

- Work closely with and report to the Dean, WVU School of Nursing, and the WVU Foundation Vice President for Health Sciences Development on School of Nursing prospect strategy, needs coordination, necessary support functions, work implementation issues, and progress reporting.

- Develop and maintain collegial relationships with School of Nursing faculty and staff, and Health Sciences Center development staff and central staff at the WVU Foundation.
- Develop and oversee budget to support overall development plan/program for School of Nursing.

- Establish and report in writing weekly, monthly, and annually on prospect contacts, visits, objectives and resulting accomplishments.

- Recruit, train, and support key volunteers with influence and/or wealth to work on behalf of the School of Nursing.

20% effort

- Develop strategies to cultivate and solicit annual fund leadership gifts ($1K - $24,999) from selected individuals.

- Oversee gift acknowledgement, stewardship, and donor recognition programs.

- Oversee special projects for fundraising.

10% effort:

- Collaborate with Communication Specialist in the School of Nursing to develop and create marketing materials and other publications that accurately reflect resource needs and programmatic accomplishments.

- Collaborate with Health Sciences Institutional Advancement colleagues to advance appropriate messaging.

**Supervisory Responsibilities**

This job has no supervisory responsibilities.

**Competencies**

To perform the job successfully, an individual should demonstrate the following competencies:

**Analytical** - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data.

**Design** - Applies design principles; Demonstrates attention to detail.

**Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

**Project Management** - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget.
Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Interpersonal Skills - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others’ ideas and tries new things.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

Visionary Leadership - Displays passion and optimism; Inspires respect and trust; Mobilizes others to fulfill the vision; Provides vision and inspiration to peers and subordinates.

Change Management - Develops workable implementation plans; Communicates changes effectively; Builds commitment and overcomes resistance; Prepares and supports those affected by change; Monitors transition and evaluates results.

Leadership - Exhibits confidence in self and others; Inspires and motivates others to perform well; Effectively influences actions and opinions of others; Accepts feedback from others; Gives appropriate recognition to others.

Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.

Business Acumen - Understands business implications of decisions; Aligns work with strategic goals.

Cost Consciousness - Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.
Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values.

Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Adapts strategy to changing conditions.

Judgement - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Develops realistic action plans.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Quantity - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.

Safety and Security - Observes safety and security procedures; Determines appropriate action beyond guidelines; Reports potentially unsafe conditions; Uses equipment and materials properly.

Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.
Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

Qualifications To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Master’s or PhD/EdD in nursing, marketing, public relations, business or a related field and 5 years of fund raising experience with a proven track record in major gift fund raising from individual, corporate, and foundation sources. Experience in a university health sciences center is highly desirable, as is Capital Campaign experience

Language Skills

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Reasoning Ability

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills

To perform this job successfully, an individual should have knowledge of Development software; Spreadsheet software and Word Processing software.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
While performing the duties of this Job, the employee is regularly required to sit. Specific vision abilities required by this job include close vision.

**Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.

**Travel**

Significant travel is required as the position requires personal, face-to-face contact with donors and prospective donors.