

Job ID: SCHII-23-48
Job Title: Alumni and Annual Giving Associate
Department: External Relations
Location: **Fully remote**
Status: Full-time, 18 month contract
Job Category: Non-Union

Date Posted: January 4, 2024
Closing Date: January 31, 2024

Why Lakehead University?

At Lakehead University we challenge the conventional to provide a university experience that's far from ordinary. Lakehead's Orillia campus is a thriving academic community in which you can make a real difference as part of our team. Your unique ideas will be respected and encouraged. Because we are small and mighty, your commitment to innovation and collaboration are essential. Lakehead Orillia is located in the heart of Ontario's Lake Country, offering year-round opportunities for recreation, culture, and heritage.

Lakehead is a comprehensive University with a reputation for innovative programs and cutting-edge research. For the third year in a row, Lakehead University was included in the top 100 of the Times Higher Education Impact Rankings. Lakehead is the highest ranked university in the world with under 10,000 students. Lakehead is the highest ranked university in the world with under 10,000 students. Maclean's has once again included Lakehead University among Canada's top 10 primarily undergraduate universities in the magazine's 2023 University Rankings.

About this Job

Reporting to the Associate Director, Annual Giving and Student Aid, the Annual Giving Associate (GTA) is responsible for spearheading the growth and integrity of the Mid-Level donor, recurring giving and family giving programs through engagement, recognition, and acknowledgement of Lakehead's annual giving donors. The Annual Giving Associate will focus on identified donors of \$500 to \$5,000 by strategically initiating, cultivating, soliciting, and stewarding relationships with individuals who currently support Lakehead University.

Job Duties

- Under the supervision of the Associate Director, Annual Giving and Student Aid, the Associate will implement a donor experience program to engage mid-level donors.
- The role will use email, social media, video conferencing, in-person meetings and phone to provide prospective donors with information that deepens their understanding and connection to the university and solicit them for annual gifts.
- The Associate, working with the Alumni and Annual Giving Group, will develop and implement engagement opportunities for GTA alumni that will maintain positive relationships with the university and ensure a strong University presence in the GTA, building engagement over time

Employment Opportunity

in a sustainable and robust manner.

- With the support of the Stewardship and Student Aid Associate, develop and implement a cultivation, solicitation, and stewardship plan to move mid-level donors through the development life cycle and pipeline. This includes the Virtual Donor Wall, financial reports, and personalized impact reports.
- Qualify donors from the mid-level portfolio to move to Major Gifts.
- Maintain excellent donor data hygiene of our annual and mid-level donors in the CRM; ensuring key donor information, notes on calls, passions and interests, and reasons for moving the donor to major gifts or back to annual giving.
- Collaborate with the team to meet shared goals, including growing donor retention, donor value retention, overall giving, and movement of qualified donors into Major Donor and Planned Giving portfolios.
- Assist with stewardship of annual and mid-level and major gift donors, building relationship-based moves management strategies to identify, nurture, solicit and steward donors towards deeper engagement with Lakehead University.
- Serve as one of the University's contacts for mid-level donors, giving high-quality supporter care.
- Provide high-end service, answer questions, and serve as a "concierge" for the donors in the program, working closely with Alumni and Annual Giving team on coordinating communications and stewardship efforts.
- Coordinate the day-to-day production of specific cultivation and engagement campaigns, with assistance from the External Relations team, and make certain mail/send dates are met.

Qualifications

- Post-secondary degree or diploma
- Minimum of 3 years' experience in fundraising in annual giving or major gifts
- Experience in managing complex fundraising initiatives, including direct-mail, digital etc
- Experience in all aspects of the fund development process (identification, cultivation, solicitation, and stewardship)
- Demonstrated experience in fundraising, event coordination, and donor-centered relationship management
- Knowledge of university fundraising and stewardship practices is preferred
- Demonstrated experience using Customer Relationship Management systems, and a variety of word processing and database experience is required
- Familiarity with social media platforms
- Demonstrates a strong donor service attitude
- Demonstrates strong relational skills
- Commitment to continuous learning and remaining current with industry trends with ability to apply new concepts
- Exhibits a high level of integrity
- Uses interpersonal skills demonstrating tact, patience, and courtesy

Working Conditions

- Office environment

What do We Offer?



Employment Opportunity

This position offers a competitive remuneration package including salary, comprehensive benefits package, life insurance, pension plan, and tuition waiver.

How to Apply

Interested applicants may apply by clicking on this link to [this Google Form](#) and attaching your cover letter and resume in word or PDF format.

If you are experiencing any issues with the Google Form, please email humanres@lakeheadu.ca for assistance.

We appreciate your interest; however, only those selected for an interview will be notified. Lakehead University is committed to creating a diverse and inclusive environment and welcomes applications from all qualified individuals including women, racialized persons, Indigenous people, persons with disabilities and other equity-seeking groups. All qualified candidates are encouraged to apply; however, Canadian citizens and permanent residents will be given priority. This is in accordance with Canadian immigration requirements.

Lakehead University is committed to supporting an accessible environment. Applicants requiring accommodation during the interview process should contact the Office of Human Resources at (807) 343.8334 or human.resources@lakeheadu.ca to make appropriate arrangements