PEA Job Description

1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>998660</th>
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<tbody>
<tr>
<td>Position Title:</td>
<td>Fund Development Writer</td>
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<tr>
<td>Department:</td>
<td>Development</td>
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<td>Reports to:</td>
<td>Director, Fund Development</td>
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<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct: NA</td>
</tr>
<tr>
<td>Classification Level</td>
<td>SG 10</td>
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<tr>
<td>Last Updated</td>
<td>Month/Year</td>
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2. Position Summary

Reporting to the Director of Fund Development and working directly with the AVP of Alumni & Development, the Fund Development Writer works collaboratively to create strategic and creative communications and messaging for Principal/Major Gifts (gifts of $25,000+) opportunities for the Central Development team and Faculty Development staff. Scope of work includes communications pieces and messaging, in support of approved Faculty Workplan priorities as well as University-wide projects, campaigns or programs. The Fund Development Writer is expected to adhere to national standards of ethical fundraising in all work.

3. Key Responsibilities and Expectations

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<th>Key Responsibilities</th>
<th>% of time</th>
<th>Expectations:</th>
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| Work with the Director of Fund Development to support Major Gifts and Principal Gifts to obtain gifts that support the University’s/Faculties’/Units’ approved fundraising priorities, as well as those projects, campaigns or programs that support the University's mission and strategic priorities | 40% | - Write for donor/prospect solicitations materials and correspondence, including Cases for Support, Briefing Notes, donor research, Impact Reports, Pitch Books, Power Points, Speeches, and ghost-write letters, emails, or other materials as assigned.  
- Gather information concerning Principal/Major Gifts fundraising priorities, innovative programs, complex sponsorships, research activities and individual or unit projects  
- Update, maintain and produce reports on The Raiser’s Edge to track engagements with constituents in relation to written materials.  
- Prepare and manage timelines and work plans to ensure multiple, overlapping deadlines are met. |
| Work with the Associate Vice President of Alumni & Development to support Principal Gifts to obtain gifts that support the University’s/Faculties’/Units’ approved fundraising priorities, including | | - Work collegially with appropriate individuals to support a Principal/Campaign communications strategy for individual, corporate, sponsorship, or foundation prospects/donors with an affinity (or a potential affinity) with the University/Faculties/Units or an interest in their projects.  
- Coordinate written materials to deadline that support strategic visits, luncheons, events for the University/Faculties/Units as required in support of appropriate individuals by assigned deadlines. |
campaigns, and support the University's mission and strategic priorities

| 35% | • May interact with key university donors to ensure accuracy of content and messaging in relevant communications messaging.  
• Problem-solve on written and other communications pieces.  
• Perform other related duties as assigned. |

Collaborating with other Development team members

| 25% | • Integrate Faculty/Unit fundraising projects with University-wide fundraising programs as assigned.  
• Work to build advanced support for, and commitment to the university’s fundraising priorities as a whole, across faculties and units, as synergies exist.  
• Assist Development faculties and units in all aspects of Presidential communication.  
• Provide direction to internal and external individuals to ensure the accuracy and consistency of complementary messaging and content  
• Work to ensure the effective presentation of appropriate Principal Gifts, major gift and planned giving materials to prospective, sophisticated donors.  
• Provide materials as requested to facilitate the identification, qualification, cultivation, solicitation and stewardship of Principal, Major Gifts and Planned Gifts, as well as complex sponsorships to support the University/Faculties/Units.  
• Coordinate written materials for gift recognition and stewardship, in accordance with the University’s Recognition Policy, once the gift commitment has been made.  
• Contribute to communications and marketing strategies as directed and oversee the successful creation of Development communications that support the University’s core objectives in Fund Development  
• Liaise with Communications + Marketing for gift/donor media relations, photography & video production, as well as the use of social media, and the production and placement of news releases.  
• Work as a key member of the Faculty/Unit’s External Relations team to assist with materials that support the University’s External Relations activities e.g. donor visits, donor relations, grant requests, donor presentations, donor reports, etc.  
• Collaborate with other key members of the Faculties/Units and Central Development to understand and support fundraising activities, Alumni Relations and Communications. |

4. Classification Factors:

**Problem-Solving:**
Strategic collaboration and prioritization of competing demands and requirements across varying stakeholders is required to increase fundraising goals. The Writer is required to identify the most effective use of resources and highest return on investment and evaluates, investigates, adapts and creates new methods and procedures in order to meet client and university fundraising needs. Methods and procedures may be unique to a specific client or implemented across portfolios.

**Responsibility for Financial & Material resources:**
Responsible for the appropriate use of university data records and for creating strategies for multiple major gifts to meet the goals of the AVP and Director’s Plans, goals are in the range of $25,000 for Central Development and in the faculties/units to more than $500,000 for the Principal Gifts/Planned Giving portfolios.

**Responsibility for Human Resources:**
Provides ongoing (informal) direction and coordination to other development and alumni staff in the delivery of written materials.
Impact of Decisions and Actions:
Accountable for making sound decisions affecting relationships donors and prospects impacting Development and its Principal/Major Gifts and Planned Giving donors and prospects. Required to track and update AVP and Director’s portfolio with written materials produced in order to raise the funds in accordance with plans. This includes being strategic regarding integrating clients, fundraising initiatives, projects and plans with University-wide fundraising priorities and reflective of collaborative involvement in establishing goals and outcomes to be achieved within the AVP and Director’s portfolios, and across campus.

Independence:
The Fund Development Writer works within national standards of ethical fundraising (Association of Fundraising Professionals [AFP] and Canadian Association of Gift Planners [CAGP]), Canada Revenue Agency and university policies and/or department procedures (i.e. the Gift Acceptance, Project Approval, Prospect Clearance, and Recognition & Naming Policies), the larger strategic plan of the university and with senior leadership to establish and deliver an effective development and fundraising plan.

Acts under the supervision of the Director of Fund Development in liaising with clients and members of the University community. Advice and support is available, but some independent decision making is required in order to develop and implement projects and priorities in a timely manner.

5. Summary of qualifications:
The successful candidate will have a Bachelor’s degree and at least three years of related experience. An equivalent combination of training, education and/or experience may be considered.
Requires understanding and knowledge of the relevant communities of the assigned portfolio along with an aptitude for knowledge sharing and continuous learning gained through the establishment of strong connections across diverse, relevant networks.
Preference will be given to those with a background in communications, marketing, professional writing, public relations and media relations experience, or have an equivalent combination of education, training and experience.

In addition, it requires the following abilities:
- Work and communicate effectively orally and in writing, with tact and diplomacy, with a variety of internal and external contacts;
- Effectively administer, organize, plan and manage time;
- Use sound judgment in the wording and the inclusion of pertinent and sensitive information
- Maintain confidential information;
- Adhere to national standards of ethical fundraising, best practice, policies and related guidelines

Employee’s Signature:  
Date:  

Manager’s/Supervisor’s Signature  
Date: