

Posting #24-054EM

Manager, Fundraising Campaign Office of Research and Innovation Term, Full-time (June 2024 – April 2027)

Purpose

The Manager, Fundraising Campaign position will work in collaboration with the Research and Innovation team and is responsible for developing and implementing a major fundraising campaign at UNBC to align with the launch of the Strategic Plan – Ready. For the first year of the term, the Manager will also oversee the day-to-day operations of philanthropy and engagement.

Reporting to the Director, Research and Innovation, the Manager provides advice, vision, and critical leadership to a variety of key stakeholders and, in doing so, is expected to have an in-depth understanding of philanthropy and engagement best practices. Working closely with senior leadership, in relationship to the strategic priorities for the institution, this position develops initiatives and supports organizational change strategies to ensure optimal fundraising initiatives are effectively implemented to support strategic priorities of the institution.

Responsibilities

The Manager, Fundraising Campaign provides leadership to the Philanthropy and Engagement team. This role will play a pivotal role in advancing UNBC's strategic goals by building and maintaining strong relationships with donors, alumni, students, and the broader community.

Duties include but are not limited to:

Campaign Strategy and Planning:

- Developing and implementing comprehensive fundraising campaigns in alignment with the university's strategic plan to secure philanthropic support for the university's academic and research initiatives;
- Collaborating with campaign consultants to execute comprehensive fundraising campaigns to ensure success;
- Collaborating with university leadership, deans, and program heads to identify and act on fundraising priorities and goals;
- Creating detailed campaign timelines, milestones, and benchmarks to ensure execution and success; and
- Assisting with the development of advancement and engagement strategic plans, ensuring alignment with the university's overall objectives.

Donor Engagement and Cultivation:

- Collaborating with alumni relations staff to engage and steward alumni donors;
- Implementing strategies to enhance donor retention and participation in fundraising initiatives;
- Identifying, cultivating, and stewarding relationships with prospective donors, alumni, and corporate partners; and
- Developing and maintaining strong connections with UNBC alumni, encouraging their involvement and support.



Collaboration and Team Management:

- Working closely with the Philanthropy and Engagement team members to ensure campaign goals are met;
- Leading and motivating a team of fundraising professionals to achieve targets and objectives; and
- Fostering a collaborative and supportive work environment to maximize team effectiveness.

Communication and Marketing:

- Working with the Marketing and Communications team to develop compelling campaign materials, including case statements, brochures, and digital content;
- Managing donor relations, recognition programs, and donor communications;
- Coordinating with the Marketing and Communications team to ensure consistent messaging across various platforms; and
- Planning and executing events to promote the campaign and engage donors.

Data Analysis and Reporting:

- Utilizing data analytics to assess campaign progress and make data-driven decisions;
- Preparing regular reports on fundraising activities, outcomes, and key performance indicators; and
- Monitor and evaluate the success of different fundraising strategies, making adjustments as needed.

Qualifications

The successful candidate will possess the following:

- Bachelor's degree in a related field (Master's degree preferred);
- Minimum of 5 years of experience in advancement, fundraising, alumni relations, related roles, including planning, organizing and overseeing fundraising campaigns;
- Strong understanding of philanthropy, donor cultivation, and stewardship;
- Excellent communication and interpersonal skills;
- Experience in team leadership and project management;
- Demonstrated ability to build and maintain strong partnerships;
- In-depth knowledge of the Canada Revenue Agency's charitable rules and regulations;
- Experience with the Province of British Columbia - Ministry of Citizens' Services Intellectual Property Program and Naming Privileges Policy; and
- Commitment to the values and mission of UNBC.

Salary

Salary is commensurate with education and experience. The anticipated salary range for this position is \$85,000.00-\$90,000.00.

UNBC offers employee tuition waivers (includes spouse and dependents), excellent benefit and pension packages, as well as employee training and development opportunities. For more details please see <http://www.unbc.ca/human-resources/employee-benefits>.

Normal hours of work will be 8:30am – 4:30pm, Monday to Friday.



Our Commitment to Diversity and Employment Equity

The University of Northern British Columbia is fully committed to creating and maintaining an equitable, diverse, and inclusive environment that is accessible to all. We are devoted to ensuring a welcoming, safe, and inclusive campus free from harassment, bullying, and discrimination. This commitment is woven into our motto and mission. In the Dakelh language, UNBC's motto 'En Cha Huná translates to "they also live" and means respect for all living things. Through the respect for all living things, we are able to grow and learn better together, each bringing our own unique individual differences and contributions to inspire leaders for tomorrow by influencing the world today.

Employment equity requires that we remove barriers and overcome both direct and indirect discrimination. In this way, the pool of excellent candidates increases substantially. We encourage applications from members of groups that have been marginalized on any grounds enumerated under the B.C. Human Rights Code, including sex, sexual orientation, gender identity or expression, racialization, disability, political belief, religion, marital or family status, age, and/or status as a First Nation, Metis, Inuit, or Indigenous person.

About the Community

Since its founding in 1990, the University of Northern British Columbia (UNBC) has emerged as one of Canada's best small research-intensive universities, with a passion for teaching, discovery, people, and the North. UNBC's excellence is derived from community-inspired research, hands-on learning, and alumni who are leading change around the world.

Since time immemorial, Indigenous peoples have walked gently on the diverse traditional territories where the University of Northern British Columbia community is grateful to live, work, learn, and play. We are committed to building and nurturing relationships with Indigenous peoples, we acknowledge their traditional lands, and we thank them for their hospitality. UNBC's largest campus in Prince George is located on the traditional unceded territory of the Lheidli T'enneh, in the spectacular landscape near the geographic centre of beautiful British Columbia.

UNBC consistently ranks in the top three in its category in the annual Maclean's university rankings. UNBC also recently placed among the top five per cent of higher education institutions worldwide by the Times Higher Education World University Rankings.

With a diverse student population, the University is friendly, inclusive, and supportive. Prince George is a city of ~80,000 people with impressive cultural, educational, and recreational amenities. For more information about living and working in Prince George, please refer to <http://www.unbc.ca/experience> and <https://moveupprincegeorge.ca>. Make your mark with this leading post-secondary institution.

To Apply

The University of Northern British Columbia is committed to employment equity and encourages applications from the four designated groups (women, Indigenous peoples, persons with disabilities, and members of visible minorities) as well as the 2SLGBTQ+ communities and individuals with intersectional identities.

Persons with disabilities, who anticipate needing accommodation for any part of the application and hiring process, may contact UNBC Health & Wellbeing at wellbeing@unbc.ca. Any personal information provided will be maintained in confidence.



Please forward your resume, cover letter and proof of education (e.g. copy of transcripts or copy of degree/diploma) and include the competition number #24-054EM in the subject line to:

Human Resources, University of Northern British Columbia,
3333 University Way, Prince George, BC, V2N 4Z9

Email submissions: HRecruit@unbc.ca
Inquiries: (250) 960-5521

All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority. We thank all applicants for their interest in UNBC however, only those applicants selected for further consideration will be contacted.

Priority will be given to applications received by May 20, 2024. Applications will be accepted until the position is filled.

