



**POSITION VACANCY LISTING : Arboretum
Advancement & Donor Relations Specialist
University of Wisconsin-Madison**

PVL# 94761

Degree and area of specialization:

Bachelor's degree required in relevant field.

Minimum number of years and type of relevant work experience:

Ideal candidate must have at least 2 years of experience in donor relations, stewardship, strategic planning, or related activities in a University setting or equivalent experience in a corporate or non-profit agency with a proven record of success. More experience is preferred. The most qualified candidates also will possess an understanding of major research institutions of higher education; an interest in interdisciplinary research in conservation, restoration, and environmental education; strong written, interpersonal and organizational skills; ability to multi-task and work effectively with a diverse range of individuals including Arboretum colleagues, campus partners, business/community leaders; a strong work ethic; and an expertise in Microsoft Office and other database tools.

Position Summary:

The Arboretum's mission is to conserve and restore Arboretum lands, advance restoration ecology, and foster the land ethic. This mission is achieved through the work of a dynamic team of over 20 land care, research, and education/outreach professionals, ~20 part-time naturalists, and 100's of volunteers. There is strong engagement with the UW-Madison campus, local schools, government and non-government agencies and organizations, and community members in Madison, Wisconsin, and the U.S. The Arboretum is a campus research center led by a Director who reports to the Vice Chancellor for Research and Graduate Education. Currently, approximately 50% of the \$1.5 million operating budget of the Arboretum is derived from endowment accounts and trust funds.

Reporting directly to the Director of the UW-Madison Arboretum, the Advancement and Donor Relations Specialist provides strategy development, leadership and management of the advancement and donor relations program. Working closely with Arboretum staff across all units, the successful candidate will utilize in-depth knowledge of the Arboretum and its mission to communicate effectively with target audiences (campus partners, donors, community members); telling the Arboretum story in compelling ways to increase engagement and donations. This role will involve the key initiatives of donor support, leadership and decisions regarding revenue-generating activities, creating and editing written content for development audiences, and strengthening relationships with donors and supporters. The successful candidate will plan, organize, and implement fundraising programs consistent with the fundraising campaigns and strategies of the University of Wisconsin. The successful candidate will be responsible for defining a measurable set of strategic objectives for the advancement and donor relations program; and gathering and analyzing internal and external program needs, priorities, feasibility, and options to coordinate with internal and external constituencies including Arboretum units, campus units, current and prospective donors, and the UW Foundation and Alumni Association.

Principal duties:

1) ADVANCEMENT / CONSTITUENT RELATIONS (35%)

- With the Arboretum Director, cultivate, steward, and advance relationships with a wide range of donors, corporate champions, and institutions. Serve as staff liaison to the Arboretum Board of Visitors, Friends of the Arboretum, and additional advisory groups as necessary.
- Manage a proactive donor acquisition program through direct mail, electronic solicitations, prospect research, and background information surveys. Using database tools and contacts provided by the UW Foundation, examine the names acquired, and study giving histories to develop a protocol for follow-up appeals.
- Create, implement and manage a stewardship program for gifts to the Arboretum. Develop and implement a continuous program of engagement for prospective donors including activities, metrics, and assessment. Analyze and recommend designation of contributions. In collaboration with the Arboretum Director and the Arboretum Office Administrator, determine when creating a new fund is necessary to ensure proper accountability with respect to the donors' wishes.
- Develop, support, and maintain strong ties between the Arboretum and the UW Foundation and Alumni Association. Build and maintain relationships with campus constituents. Serve on division and campus committees as appropriate and invited.

2) ADVANCEMENT STRATEGIC COMMUNICATIONS / MARKETING (20%)

- Serve as the Arboretum's point of contact for advancement and donor relations strategies and activities to the UW



Foundation and Alumni Association and relevant Arboretum Programs, Committees, and Boards.

- Advise the Arboretum Director, Assistant Director, and Communications Coordinator on matters affecting the Director's or the Arboretum's public image, positioning, and relationship with the UW Foundation and Alumni Association, donors, and donor prospects.
- Working with Arboretum Communications Coordinator, provide strategic vision, oversight, and guidance for advancement and donor relations communications. Develop an advancement and donor relations communications strategy within the Arboretum's diverse communications portfolio.

3) ADVANCEMENT OPERATIONS, PROJECT AND EVENT MANAGEMENT (45%)

- Oversee advancement operations in the Arboretum and participate as a member of the Arboretum Management Team. Work with the Arboretum Office Administrator to develop and manage advancement program budgets.
- In conjunction with the Arboretum Office Administrator, oversee the management, deposit, tracking, and recognition of donations and gift accounts at the UW Foundation and Alumni Association. Work closely with the UW Foundation and Alumni Association to develop memoranda of agreement, estate plans, and other donor-directed philanthropy.
- Work with members of the Management Team to develop, market, and manage projects, events, strategic capital campaigns, and other initiatives that engage UW-Madison and Arboretum donors and constituents in support of organizational priorities.
- Create annual, strategy-based fund-raising goals and engagement plans, and apply metrics to anticipate and determine the return on investment of development efforts.
- Serve as the Director's representative on internal and external ad hoc committees planning development events.
- Serve as project/event manager for all activities related to the Arboretum's Board of Visitors.

Application Procedures:

ALL APPLICATIONS MUST BE SUBMITTED THROUGH WISC-JOBS: <http://jobs.hr.wisc.edu/cw/en-us/job/498268/advancement-donor-relations-specialist> Click on the "Apply Now" button. Applicants should submit a cover letter outlining specific experience with donor relations and stewardship, and a current resume. No applications can be accepted directly. For questions, please contact Denise Westphal at denise.westphal@wisc.edu.

Number of individuals supervised: 0

A period of evaluation will be required