Development Job Summaries

Job Code	Job Title	University Job Summary
15713 15712 15711	Chief Development Officer	Chief Development Officers provide strategic leadership in areas of development and alumni affairs such as major gifts, annual giving, and gift planning. They are responsible for development for student support, schools and units, VCU Athletics, VCU Libraries, and VCU Massey Cancer Center. They work directly with the Board, local elected officials, alumni, donors, and the community to advance the overall mission and strategic goals of the University, ensuring long-term goals are supported through the capital campaign as well as strategic development activities. Chief Development Officers possess the authority to set and change the strategic goals of the business units assigned and exercise considerable latitude on how results are achieved. They articulate the university's vision, mission, and values to internal and external stakeholders. They develop and implement appropriate policies and procedures in compliance with legal and regulatory constraints. Actions at this level have a critical impact on the overall operational performance and financial viability of the university. They report to the University President or executive leadership.
15613 15612 15611	Deputy Chief Development Officer	Deputy Chief Development Officers provide executive leadership and are responsible for the management and oversight of large development programs, ensuring activities are in alignment with the strategic objectives of the university. They provide leadership to implement, monitor, and evaluate programs involved in direct fundraising or fundraising support. They articulate the university's vision, mission, and values to internal and external stakeholders. Actions at this level significantly impact the overall university operational performance and financial viability. Under the direction of the Chief Development Officer, Deputy Chief Development Officers possess the authority to set and change the strategic goals of the business units or functional areas assigned, exercising considerable latitude on how results are achieved. Deputy Chief Development Officers report to the Chief Development Officer.
15516 15515 15514	Senior Development Officer	Senior Development Officers provide strategic leadership and management of Development or alumni relations programs. They typically have significant leadership and principal gift experience, distinguishing them from Development Officers. Utilizing a comprehensive knowledge of the service or functional area, Senior Development Officers provide strategic and long-term planning, implementation, and assessment of major functional areas and ensure long-term goals are supported by the appropriate allocation of staff, space, and financial resources. They articulate the university's vision, mission, and values to internal and external stakeholders. Actions at this level have a critical impact on the unit's service delivery and legal compliance. Under the direction of the Chief Development Officer, Senior Development Officers possess the authority to set and change the strategic goals of the business units or functional areas assigned, exercising considerable latitude on how results are achieved. They typically report to the executive leadership.
15513 15512 15511	Development Officer	Development Officers provide comprehensive operational leadership and management of a fundraising unit. They provide strategic and long-term planning, implementation and assessment of major functional areas, and ensure long-term goals are supported by the appropriate allocation of staff, space, and financial resources. They articulate the university's vision, mission, and values to internal and external stakeholders. Actions at this

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		level have a critical impact on overall unit service delivery and legal compliance. Under the direction of the Chief Development Officer, Officers possess the authority to set and change the strategic goals of the business units or functional areas assigned, exercising considerable latitude on how results are achieved. They typically report to the executive leadership and have fewer than 3 direct reports.
15416 15415 15414 15413 15412 15411	Director, Development	Directors typically provide comprehensive operational management for a development or alumni relations program within a department or academic school with shared-responsibility for planning, policy formation, and strategic implementation of programs or services. They plan fundraising strategies that may include major gifts, planned giving, annual giving, stewardship, events, and fundraising. They manage their own portfolios and cultivate and solicit major gifts. They typically ensure policy and legal compliance and manage other professional staff. Directors collaborate with internal and external constituents to achieve overall strategic goals. They have a significant impact within the department, influencing service delivery and operational goals. Under the direction of senior leadership, they exercise independent judgement for complex issues to ensure departmental objectives are met. They typically report to executive leadership or Development Officer. NOTE: The Director job is a supervisory job and is intended for positions that have three or more full-time direct reports who are typically managers of functional areas. Positions that meet the scope of the Director job that have fewer than three full-time direct reports should be placed in the Senior Administrator job. Senior Directors are responsible for long-range strategic planning and must possess a comprehensive knowledge of the service or functional area. They advance the service or functional area's strategic goals through innovative new programs, services, or practices. Senior Directors assume a higher level of responsibility and authority in compliance and legal matters.
15336 15335 15334	Associate Director, Development	Associate Directors typically serve as operational managers providing daily administration for a university-wide student services program within one or more development programs. They typically ensure policy and legal compliance, manage other professional staff, and support the implementation of strategic and operational goals established by executive and senior leadership. Associate Directors collaborate with internal and external constituents. They have a measurable impact within the department, influencing service delivery and operational goals. Under the direction of senior leadership, they exercise independent judgement for complex issues, referring more complex issues to a higher level. They typically report to executive leadership. NOTE: The Associate Director job is a supervisory job that is intended for positions that have three or more full-time direct reports who are typically managers of functional areas. Positions that meet the scope of the Associate Director job that have fewer than three full-time direct reports should be placed in the Senior Administrator job.
15333 15332 15331	Assistant Director, Development	Assistant Directors support strategic goals and the university mission by providing daily administration of a program or administrative function. They are operational managers responsible for the supervision and development of staff or the development and implementation of services. They may be responsible for multiple components of a comprehensive or specialized program such as assisting with carrying out fundraising strategies that may include major gifts, planned giving, annual giving, stewardship, events,

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		and fundraising. They implement the operational goals established by executive and senior leadership. Assistant Directors typically serve as liaisons between internal departments or functional areas in order to achieve operational goals. They have a measurable impact within the department and influence service delivery and operational goals. Under intermittent supervision, they exercise independent judgement for routine-to-moderately complex issues, referring complex issues to a higher level. They typically report to executive leadership. NOTE: The Assistant Director job is a supervisory job and is intended for positions that have three or more full-time direct reports who are typically managers of functional areas. Positions that meet the scope of the Assistant Director job that have fewer than three full-time direct reports should be placed in the Administrator job. Senior Assistant Directors participate in long-range strategic planning, which requires a comprehensive knowledge of the service or functional area. They advance the service or functional area's strategic goals beyond daily operations through innovative new practices. Senior Assistant Directors assume a higher level of responsibility and authority in compliance and legal matters.
15326 15325 15324 15323 15322 15321	Manager, Development	Managers serve as operational managers responsible for the daily administration of a program, service area, or functional area. They may be responsible for areas such as ensuring policy and legal compliance; administering budgets; managing multimedia communications; recruiting, training, and supervising a team of staff, interns, or students; and special projects and other related operational activities. In consultation with senior leadership, they develop processes and implement new programs. They have a measurable impact within the department and influence service delivery in the school, department, or business unit. Managers work under intermittent supervision, resolving routine-to-complex issues independently. They typically report to a director or senior administrator. NOTE: The Manager job is a supervisory job and is intended for positions that have three or more full-time direct reports. Positions that meet the scope of the Manager and Senior Manager jobs and have fewer than three full-time direct reports should be placed in the Administrator job. Senior Managers participate in long-range strategic planning, which requires a comprehensive knowledge of the service or functional area. They advance the service or functional area's strategic goals beyond daily operations through innovative new practices. Senior Managers assume a higher level of responsibility and authority in compliance and legal matters.
15916 15915 15914 15913 15912 15911	Administrator, Development	Administrators provide administrative management of a development or alumni relations program. They are typically responsible for overseeing and coordinating all administrative affairs, with strategic management of daily operations as a primary purpose. The role may have direct and indirect reports. They typically serve as liaisons between internal departments or functional areas in order to achieve operational goals and serve as a resource to lower-level staff. Their decision-making has a significant impact on service delivery and student success. Administrators work under intermittent supervision, resolving complex issues independently and referring unprecedented issues to a higher level. They typically report to executive or senior leadership.

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		NOTE: The primary purpose of the administrator job is the strategic management of daily operations and not primarily supervision, although the role may have direct and indirect reports. Senior Administrators serve in a senior capacity with the equivalent scope and authority of the Director role but with fewer than three functional area managers as direct reports. They are responsible for long-range strategic planning and the application of a comprehensive knowledge of the service or functional area. They advance the service or functional area's strategic goals beyond the internal scope of the department through innovative new programs, services, or practices. Senior Administrators assume a higher level of responsibility and authority in compliance and legal matters.
15246 15245 15244 15243 15242 15241	Major Gifts Officer	Major Gifts Officers are frontline fundraisers responsible for identifying, cultivating, and soliciting donors capable of making major gifts. They are expected to meet defined visit and solicitation goals and work closely with volunteers and other stakeholders to achieve those goals. Their responsibilities typically include cultivating and managing portfolios of new prospects and existing donors; developing and executing cultivation and stewardship opportunities for donors and prospects in the portfolio; engaging in face-to-face solicitation of major gifts; partnering with leadership and other stakeholders at the university on donor engagement opportunities; and tracking portfolio activity and progress in the donor database and creating reports of portfolio activity and performance. They may work independently or as part of a team. They work under limited supervision, making complex decisions independently and referring unprecedented issues to an upper-level manager. Major Gifts Officers typically report to a manager or director or in some units may report to an administrator. Senior Major Gifts Officers possess greater knowledge of the development field, distinguishing them from Major Gifts Officers. They are further distinguished by the complexity of assigned work; an ability to identify options and develop solutions for unique or unprecedented situations; greater decision-making authority; and the judgment, resourcefulness, and ability to identify issues and/or areas that should be addressed differently. They are resources for others, participating in mentoring, coaching, and training.
15216 15215 15214 15213 15212 15211	Development Specialist	Development Specialists perform entry-level professional work requiring a working knowledge of one or more specialized areas, which may include stewardship, alumni relations, communications, donor/alumni engagement, and event planning. They typically provide operational support university-wide or to an academic school, department, or business unit and possess a working-knowledge of university policies and procedures as well as development programs and strategies. Their typical duties may include coordinating annual giving stewardship for specified annual giving levels; conducting prospect research; serving as project leader for the logistics of events; facilitating volunteer engagement; and coordinating direct response programs and development-related collateral. They may work independently or as a member of a team. They work under limited supervision, making complex decisions independently and referring unprecedented issues to an upper-level manager. Development Specialists typically report to a manager or director or in some units may report to an administrator. Senior Development Specialists possess greater knowledge of a specialized area of the development field, distinguishing them from Development Specialists. They are further

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		distinguished by the complexity of assigned work; an ability to identify options and develop solutions for unique or unprecedented situations; greater decision-making authority; and the judgment, resourcefulness, and ability to identify issues and/or areas that should be addressed differently. They are resources for others, participating in mentoring, coaching, and training.
15236 15235 15234 15233 15232 15231	Development Writer	Development Writers prepare written materials used to generate philanthropic support for the university. They typically assist in the development, creation, and editing of written proposals; create fundraising project summaries, stewardship reports, and other written materials for internal and external audiences; identify, analyze, and profile prospective foundation and corporate partners; assist with solicitation and stewardship strategies; and assist and strategize with faculty and administrators to cultivate corporate and foundation relationships. They may work independently or as part of a team. They work under general supervision, resolving most standard issues independently and referring complex issues to an upper-level manager. Development Writers typically report to a manager or director or in some areas may report to senior management. Senior Development Writers possess greater knowledge of the writing and development and alumni relations fields, distinguishing them from Development Writers. They are further distinguished by the complexity of assigned work; an ability to identify options and develop solutions for unique or unprecedented situations; greater decision-making authority; and the judgment, resourcefulness, and ability to identify issues and/or areas that should be addressed differently. They are resources for others, participating in mentoring, coaching, and training.
15226 15225 15224 15223 15222 15221	Fundraiser	Fundraisers perform a variety of operational, administrative, and logistical duties related to soliciting and securing monetary donations to the university or foundations. They typically develop fundraising programs and monitor the progress of fundraising drives; compile or develop materials to submit to granting or other funding organizations; identify and build relationships with potential donors; develop and maintain media contact lists; create or maintain donor databases; plan and coordinate logistics for fundraising events; and write reports or prepare presentations to communicate fundraising program data. They may work independently or as part of a team. They work under general supervision, resolving most standard issues independently and referring complex issues to an upper-level manager. Fundraisers typically report to a manager or director. Senior Fundraisers possess greater knowledge of administrative, logistical, and operational tasks related to the development field, distinguishing them from Fundraisers. They are further distinguished by the complexity of assigned work; an ability to identify options and develop solutions for unique or unprecedented situations; greater decision-making authority; and the judgment, resourcefulness, and ability to identify issues and/or areas that should be addressed differently. They are resources for others, participating in mentoring, coaching, and training.
15116 15115 15114 15113 15112 15111	Development Coordinator	Development Coordinators perform a wide variety of administrative, logistical, operational, and technical tasks related to development and alumni relations. They may implement fundraising activities or programs and solicit funds or gifts-in-kind. They may write, call, or meet with potential contributors; develop, implement, and market regional programs to engage and encourage financial support from alumni, parents, and other donors; and manage annual reunions by recruiting and coordinating community participation. They may work independently or as part of a team. They work under general supervision, resolving

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		most standard issues independently and referring complex issues to an upper-level manager. Development Coordinators typically report to a manager or director. Senior Development Coordinators possess greater knowledge of administrative, logistical, operational, and technical tasks related to the development and alumni relations field, distinguishing them from Development Coordinators. They are further distinguished by the complexity of assigned work; an ability to identify options and develop solutions for unique or unprecedented situations; greater decision-making authority; and the judgment, resourcefulness, and ability to identify issues and/or areas that should be addressed differently. They are resources for others, participating in mentoring, coaching, and training.
15016 15015 15014 15013 15012 15011	Development Assistant	Development Assistants perform entry-level operational tasks related to development and alumni relations. They may serve as a first point of contact for internal and external stakeholders; provide support such as scheduling, making travel arrangements and reimbursements, preparing fundraising campaign and presentation materials, coordinating both internal and external event logistics, and preparing board materials. Their work is routine in nature, requires limited judgement, and requires following a set of pre-established guidelines, processes, and procedures. They may work independently or as part of a team. They work under direct supervision, resolving most standard issues independently and referring complex or unique issues to a supervisor or higher-level worker. Development Assistants typically report to a manager or supervisor. Senior Development Assistants possess greater knowledge of operational tasks related to the development and alumni relations field, distinguishing them from Development Assistants. They are further distinguished by the complexity of assigned work; an ability to identify options and develop solutions for unique or unprecedented situations; greater decision-making authority; and the judgment, resourcefulness, and ability to identify issues and/or areas that should be addressed differently. They are resources for others, participating in mentoring, coaching, and training.