



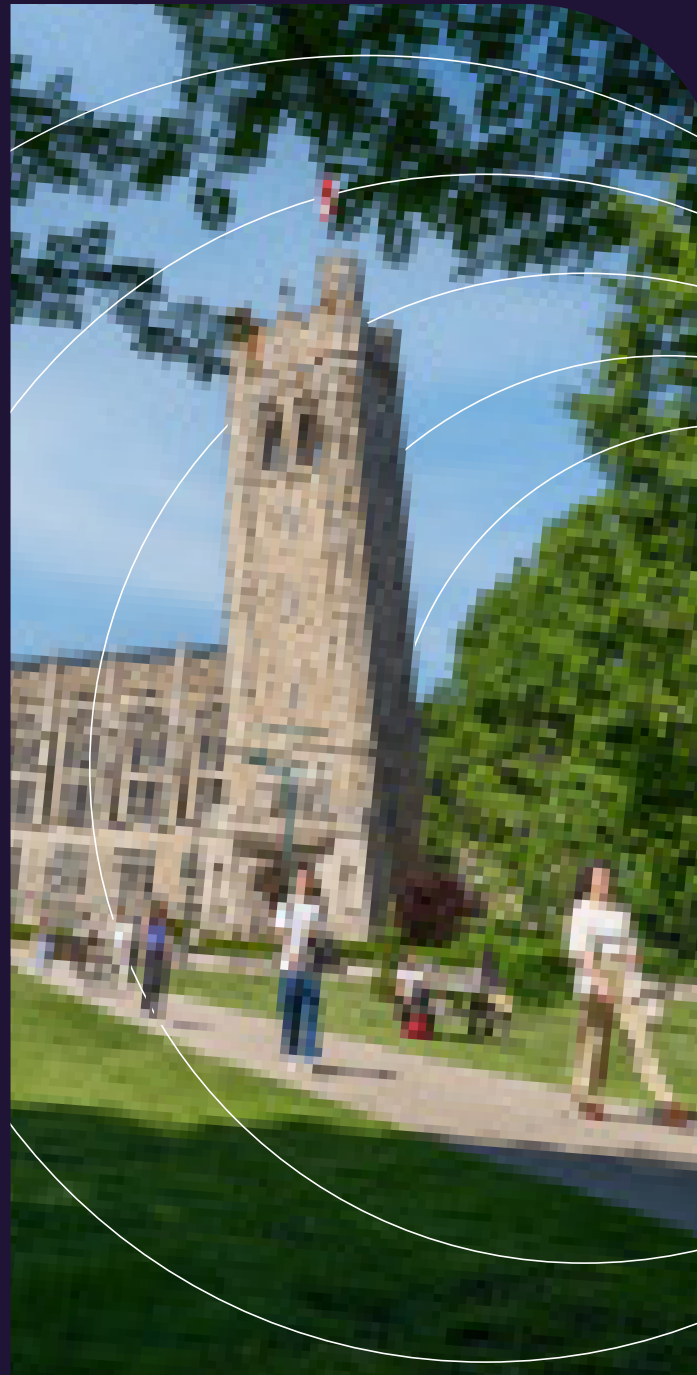
Careers at Western Advancement

Candidate Information Pack

Director, Leadership Giving

JOB ID 40634

September 2025





Letter from Christina Beyer

Dear Candidate,

Thank you for considering the opportunity to join us as *Director, Leadership Giving*. This is an exciting moment for Western Advancement, and I'm thrilled you're exploring how you might help lead this next chapter in our philanthropic journey.

As we continue to build a bold and forward-looking advancement strategy, our success will depend on strong leadership and innovative approaches to donor engagement. The Director, Leadership Giving is a pivotal role in this evolution—driving strategic planning, building meaningful donor relationships, and inspiring a growing community of leadership-level supporters to invest in Western's future.

In this role, you'll collaborate closely with campus partners, alumni relations teams, and development colleagues to implement best-in-class fundraising programs that not only meet revenue targets but also create a powerful donor pipeline for major and principal gifts. Your work will help ignite support for groundbreaking research, transformational student experiences, and key institutional priorities.

This position offers a rare opportunity to shape a high-potential portfolio, champion innovative tactics, and contribute to an integrated fundraising ecosystem at one of Canada's leading universities. You'll be part of a supportive, mission-driven team that values creativity, shared purpose, and professional growth. And you'll play a critical role in strengthening Western's legacy of impact, engagement, and generosity.

If you are an experienced fundraising leader with a passion for donor development, a collaborative mindset, and a proven ability to drive results, I encourage you to apply for the Director, Leadership Giving role. I look forward to the possibility of welcoming you to our team.

Warm regards,

A handwritten signature in purple ink that reads "Christina Beyer". The signature is fluid and cursive, with a long, sweeping underline.

Christina Beyer

Managing Director, University-wide Development

The Position

Western University is seeking an accomplished and strategic fundraising professional to serve as Director, Leadership Giving. Reporting to the Managing Director, University-wide Development, the Director will provide leadership in the planning, execution, and continuous improvement of Western's leadership giving program, which is responsible for generating \$4.9 million annually.

This role plays a critical function within the broader advancement strategy by identifying, cultivating, and stewarding alumni and donors capable of contributing between \$10,000 and \$49,999 annually. The Director will be responsible for expanding the number of donors at the leadership level, enhancing donor engagement, and supporting the development of a robust pipeline for major and principal gift prospects.

The successful candidate will bring a collaborative and forward-thinking approach, building strong partnerships with fundraising colleagues across faculties and divisions to ensure alignment with institutional priorities and best practices. With clear growth potential, the leadership giving portfolio offers an exciting opportunity for the Director to assess current strategies, lead enhancements, and expand the program's overall impact.

This is a key leadership position within Western's centrally based Advancement team, offering the opportunity to contribute meaningfully to the University's philanthropic goals and long-term success.



Western Advancement

Across three departments—**Alumni Relations, Development** and **Advancement Operations**—Western Advancement works to build lasting connections between graduates and their alma mater, engage a growing community of donors and nurture opportunities for them to realize their personal, professional and philanthropic goals through the University.

By joining our dynamic, highly collaborative and diversely skilled team, you'll play a vital role in helping Western make a meaningful difference in the world as you amplify the University's impact today—and for generations to come.

Vision

To inspire lasting impact through meaningful philanthropy and lifelong connections.

Mission

We believe in the transformative power of higher education and research. We advance Western's impact by building global connections that inspire philanthropy and lifelong community.

I-CARE

At Western Advancement, our work is rooted in the unwavering values represented by I-CARE:



Integrity



Collaboration



Accountability



Respect



Excellence



About Our Team

With a growing team of over **100 staff members**, Western Advancement is an energetic, team-oriented and inspiring workplace committed to advancing Western's global impact.

Together, the Western Advancement team represents diverse backgrounds and a broad spectrum of skill sets. We recognize the valuable impact that this diversity, difference and mutual understanding have on strengthening our team and enriching the work we do every day.

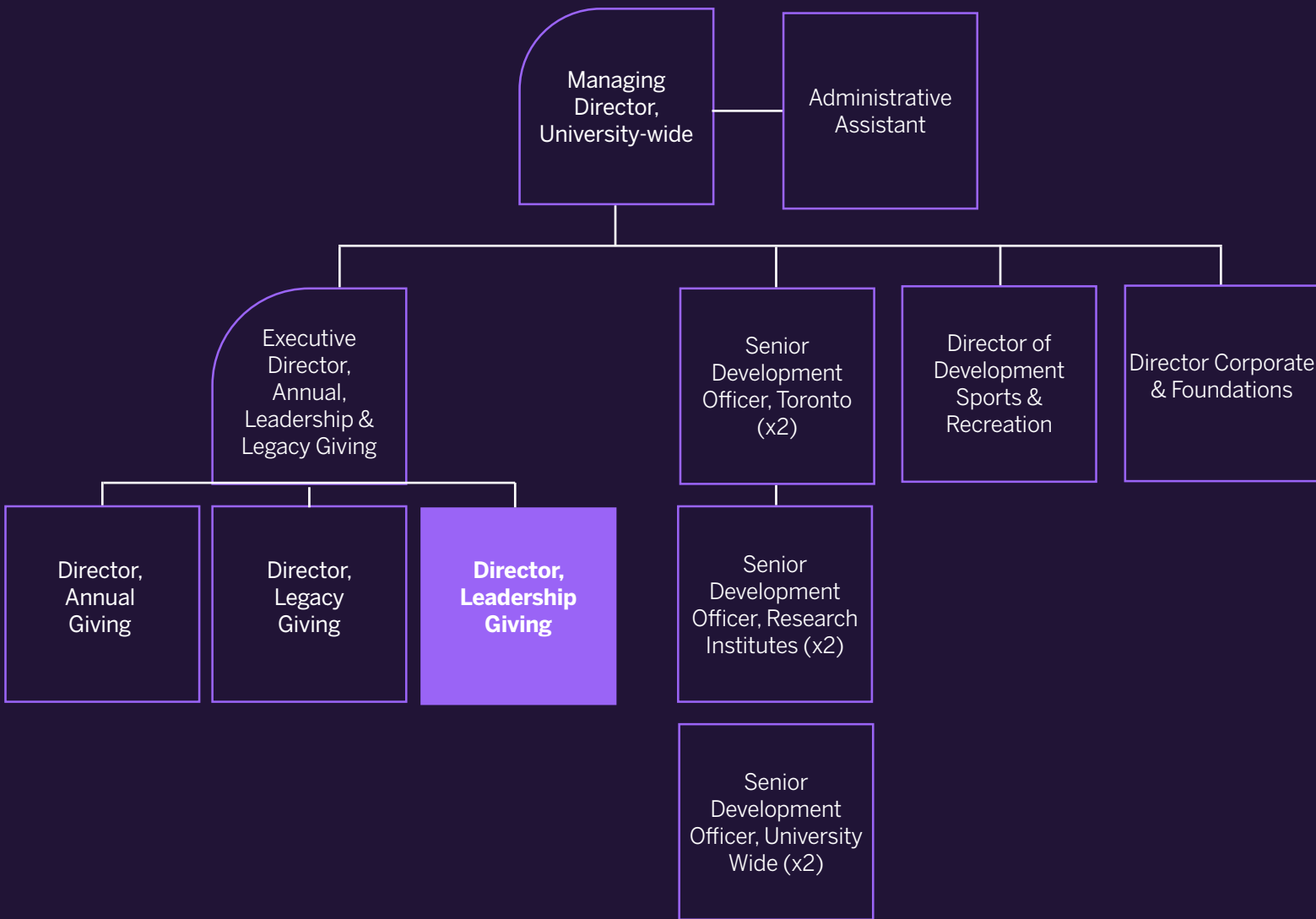
A values-driven division, Western Advancement puts people first. Through recognition initiatives, we remind our staff of the significant impact their contributions have on our collective success, while staff engagement committees spark their creativity and collaboration to shape the culture of our workplace.

If you're looking to grow your career in a place where your work is valued, your voice is heard and your impact is felt—Western Advancement is the place for you!



Organizational Chart

University-wide Development





Key Accountabilities

- Leads a high functioning team which manages a high volume portfolio with annual and multi-year tactics involving leadership giving fundraising initiatives and objectives, based on the identified needs and approved fundraising priorities of the University:
 - Provides leadership, management and coaching to a Development Officer, Leadership Giving to achieve successful team revenue and call performance metrics.
 - Provides guidance and consultation on leadership giving activities to centralized and decentralized staff in the faculties and across the University by ensuring ideas, support, advice, motivation and services are available to advance fundraising priorities
 - Develops fundraising strategies for the cultivation, solicitation and stewardship of current and new donors to execute a program that is designed to maximize leadership giving revenue in excess of \$5 million per year
- Manages a personal portfolio of prospects, achieving annual individual performance metrics.
- In collaboration with the Director, Annual Giving,

works to develop and implement strategies and products to ensure the retention of donors and to develop upgrade strategies to convert annual donors to leadership donors. This includes multi-channel efforts including direct mail, email and social media.

- Ensures that Leadership Giving is integrated with major, principal and legacy giving, to support the development of a strong pipeline for the transfer of prospects
- In collaboration with Donor Relations & Stewardship, coordinates and develops stewardship activities for leadership giving donors
 - Stewards donors and provides the highest level of transparency and accountability to maintain and increase support year after year
 - Responds to donor inquiries and resolves issues as required
 - Maintains confidentiality of all donor and prospect information
- Supports Alumni Relations activities to engage selected alumni through written communications, personal contact and participation in activities, in an effort to develop and sustain relationships with the University
 - Pursues opportunities to maximize support for leadership giving through alumni programs
- Develops an understanding of, and commitment to, the goals of the University and current fundraising projects, and articulates that commitment persuasively, verbally and in writing
 - Ensures the integration of the University strategic plan and fundraising priorities into annual leadership giving program plans and fundraising proposals
- Working with the Director, Prospect Management, develop strategies for the acquisition, retention and upgrade of prospects using predictive modeling analytics and other available tools

Key Accountabilities

- Ensures that the University Advancement database (BBCRM) is maintained on a consistent basis, and participates in improvements to the systems and the use of software
- As appropriate, participates in the development and maintenance of policies, as processes are revised and enhanced and new processes are developed
- Makes recommendations on leadership giving program fundraising policies for Faculties and the University as required
- Models a culture of excellence through a commitment to ongoing professional development by keeping up with emerging trends and best practices in the field, with the intent to deliver a best in class Leadership Giving program
- Represents the University in a professional, appropriate, informed and consistent manner
- Pursue opportunities to keep updated on changes at the University and maintains awareness of current internal and external communications, controversial topics, and the University's position on issues in order to accurately represent the University
- Arranges for campus visits for leadership giving prospects and oversees the coordination of activities with other stakeholders
- Participates as a senior member of Annual, Leadership & Legacy Giving and the Department of University-wide Development in departmental activities, representing the department internally and externally, developing operational procedures, and working as a member of the team





Person Specification

Professional Qualifications & Education

- Undergraduate Degree

Experience

- Demonstrated experience leading a team towards revenue targets
- Experience in an Annual Giving fundraising role, with a strong working knowledge of leadership giving, including experience with donor contact and personal solicitation
- Demonstrated record of program development, implementation and evaluation
- Experience with the development of marketing materials, including direct mail, digital and telephone scripts
- Experience fundraising in a University or other complex non-profit environment (preferred)

Knowledge, Skills, & Ability

- In-depth knowledge of fundraising principles and techniques
- Ability to effectively lead a fundraising or revenue-generating campaign and achieve targets
- Outstanding prospect management skills, including identifying, evaluating, cultivating, stewarding and directing personal solicitation of annual gifts
- Openness to recognize when change is necessary, and to develop, implement and lead effective change management strategies
- Ability to effectively lead a fundraising or revenue-generating campaign and achieve targets
- Ability to collaborate across internal and external boundaries to meet common objectives, improve outcomes and support work beyond one's own unit
- Oral and written communication skills with an emphasis on proposal development and delivering presentations
- Ability to draw on diversity of skills, backgrounds and knowledge of people to achieve more effective results
- Ability to make decisions and recommendations that are clearly linked to the organization's strategy and goals

Knowledge, Skills, & Ability *(continued)*

- A desire to grow and advance skills, which is demonstrated by attending conferences, workshops and other professional developmental opportunities to enhance performance
- Ambitious with the ability to identify opportunities, develop action plans and set challenging goals in order to achieve desired outcomes
- Ability to remain highly motivated, resilient, innovative, and collaborative when faced with challenges
- Ability to work within a flexible schedule to accommodate the University's events and activities
- Influential interpersonal skills that build positive and strong relationships at all levels of the organization
- Leadership skills with the ability to inspire employees and develop a shared vision to lead a team to excellence
- Advanced computer skills in Microsoft Office Suite



Terms and Conditions

Location

1151 Richmond St, London, ON N6A 3K7

* The work location for this role is in-person on campus and will include work within the community, to best serve important donor-facing engagement

Salary

Salary Grade 17: \$ 79,040- \$ 92,980

Hours of Work

- This role is based on a standard 35 hour work week
- Western's core business hours are 8:30am - 4:30pm
- Western offers flexibility in hours of work, and through personal days and caregiving days. This enables staff to care for a sick child or an aging parent, attend medical appointments, or even tend to an important home repair

Length of Appointment

Regular, Full-Time

Vacation Entitlement

In the first two years at the rate of 1.25 working days for each completed calendar month of continuous regular full-time employment (15 working days per year). Upon completion of two full years of continuous regular full-time employment, at the rate of 1.67 working days per month (20 working days per year). The University will designate up to a maximum of three additional days off during the end of year holiday period.

Pension Eligibility

Western's pension plan is among the most valuable benefits of working at Western. Details are available on the University web pages. [Pension Plan](#) →

Flexi Credits

Eligible members have \$2,000 in credits that may be allocated annually to a Health Care Spending Account and/or Professional Expense Reimbursement.

Equity Diversity and Inclusion

Western Values Diversity

The University invites applications from all qualified individuals. Western is committed to employment equity and diversity in the workplace and welcomes applications from women, members of racialized groups/visible minorities, Indigenous persons, persons with disabilities, persons of any sexual orientation, and persons of any gender identity or gender expression. Accommodations are available for applicants with disabilities throughout the recruitment process.

If you require accommodations for interviews or other meetings, please contact **Human Resources** or phone **519-661-2194**.

Equity, Diversity, and Inclusion

Western's equity, diversity, inclusion and decolonization (EDID) approach aims to combat racism, discrimination and ableism in all their manifestations. We strive to cultivate a campus environment where all community members can fully engage in university life, learning, working, contributing, thriving and feeling safe. You can read more about our commitment to diversity at edi.uwo.ca →

Western's Vision for Equity, Diversity, Inclusion, Decolonization and Accessibility (EDIDA): Fostering safe, accessible and equitable places, spaces and experiences where every person belongs and feels empowered to achieve their full potential.

edi.uwo.ca/strategic-plan →

Indigenous Initiatives

Western is committed to increasing Indigenous voices and presence across all levels of work, study and research. The Office of Indigenous Initiatives plays a lead role in championing Indigenous strategic directions, building collaborative and community-engaged partnerships, and supporting campus partners in implementing Western's Indigenous Strategic Plan. To learn more about the office of Indigenous Initiatives please find more resources located here: indigenous.uwo.ca →



How to Apply

To apply for this vacancy, please visit the Western Careers page at recruit.uwo.ca →

Once there you can locate this role by searching for **Job ID # 40634**

There you will need to click '**Apply for Job**' and register an account with the University's Careers application website.

The closing date for this position is **Thursday, October 2, 2025.**

Interviews for this position are anticipated to take place on the **27, 30 & 31 October 2025.**

Please contact ua.humanresources@uwo.ca if you have any queries about this position.

