

ORGANIZATION: University of Pittsburgh
TITLE: Vice Chancellor, Annual Giving
REPORTS TO: [Kris Davitt](#), Vice Chancellor, Development and Alumni Relations¹; Chief Development Officer, UPMC; President, Medical and Health Sciences Foundation
LOCATION: Pittsburgh, Pennsylvania
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TO APPLY: Please send resume and cover letter (PDF) to PittVCAG@pbrsearch.com.

BACKGROUND

The University of Pittsburgh (“Pitt”) is ranked among the top 25 U.S. public universities according to *U.S. News and World Report*, and 39th in the Thomson Reuters list of the world’s 100 most innovative universities. With an enrollment of more than 34,000 students (approximately 25,000 of whom are undergraduates), the university is one of the largest and oldest institutions of higher education in Pennsylvania and is a member of the [Association of American Universities](#). Pitt is the fifth-largest employer in the city of Pittsburgh, and the university’s research has been a key source of economic growth. Pitt ranks fifth nationally in NIH research funding, as well as tenth overall and sixth among public institutions in the NSF’s most recent ranking of federally-funded research.

The 132-acre central campus is a few miles from Pittsburgh’s downtown business district. Pitt has an endowment of more than \$3.5 billion and more than 300,000 living alumni worldwide. The university employs nearly 5,500 faculty and more than 7,500 staff. Pitt operates on a \$2.2 billion budget. More detailed information about Pitt can be found in the [Fact Book 2019](#).

Under the leadership of [Chancellor Patrick Gallagher](#), the university launched its strategic plan, [The Plan for Pitt](#), which focuses on creating internal and external collaborations and partnerships of impact; harnessing information in pursuit of grand challenges; and shaping a more entrepreneurial, innovative, and inclusive culture.

University of Pittsburgh Medical Center ([UPMC](#)), a world-renowned health care provider, is inventing new models of accountable, cost-effective, patient-centered care. It provides more than \$900 million a year in benefits to its communities, including more care to the region’s most vulnerable citizens than any other health care institution. As Pennsylvania’s largest nongovernmental employer, with more than 80,000 employees, UPMC is composed of more than 30 hospitals, more than 600 doctors’ offices and outpatient sites, an international division, and an enterprises division.

POSITION

Pitt seeks a strategic, collaborative, creative vice chancellor of annual giving to manage the integration of all alumni, parent, and friend annual giving programs and staff, including specialized programs for grateful patients of UPMC. Currently, the health sciences and the provost-area annual giving functions are managed by two separate teams; the vice chancellor will devise a new organizational structure that ensures success with dollars raised for annual funds and with donor participation rates. The vice chancellor will manage a budget of \$612K and lead a central annual giving team of twenty staff. She/he/they will design a best-in-class annual giving program that inspires alumni and friends; creates a pipeline for major, leadership, and planned giving; and secures sustainable funds for Pitt’s and UPMC’s highest priorities. The vice chancellor will serve as a resource and convener for annual giving staff at affiliated sites, including hospital foundations and regional campuses.

The vice chancellor will be an energetic, entrepreneurial leader who will partner with the other vice chancellors on the leadership team and colleagues across the fundraising, alumni relations, grateful patient engagement, and

¹ The Development and Alumni Relations team will undergo a rebranding and reorganization process. To that end, Kris Davitt’s title will change to Senior Vice Chancellor, Philanthropic and Alumni Engagement. Throughout the rest of the document, she will be referred to by the title of senior vice chancellor.

supporting functions to develop and launch innovative and creative annual fund programs and strategies. She/he/they will have a metrics-driven, goal-centric approach and be adept at utilizing data to drive strategic decision-making. The ideal candidate will be a creative thought leader, an effective manager, an inspiring mentor, and an experienced builder of teams and programs. This is an opportunity to join a dynamic leadership team at a vibrant research institution and have a significant impact in defining and shaping a stellar annual fund program.

KEY RESPONSIBILITIES

- In partnership with the senior vice chancellor, re-envision the annual giving program with a goal of aligning giving opportunities with institutional priorities and significantly increasing participation and dollars raised.
- Establish and implement annual giving performance metrics; use data to inform program analysis, set goals, and shift strategy as needed. Regularly measure and report on progress towards goals.
- Create a robust annual giving structure that leverages existing staff and operational resources, builds capacity in alignment with defined goals and metrics, and supports market segmentation and constituent specialization.
- Together with the alumni relations team, create an increased awareness and understanding of annual giving within the alumni leadership community, integrating and coordinating strategies as appropriate.
- Develop recognition strategies to incentivize annual giving, leveraging or refining current offerings and adding programs as needed.
- Work closely with other colleagues across institutional advancement to create optimal systems and processes for transitioning higher-level annual donors to major gift officers as needed.
- Collaborate with internal partners to create greater coordination of strategy and consistency of messaging in solicitations, particularly of donors who intersect with both the university and UPMC.
- Understand and implement best practices regarding grateful patient fundraising and database management, while also ensuring HIPAA compliance.
- Build organizational capacity and play a lead role in the ongoing adaptation of new digital tools that support annual giving.

QUALIFICATIONS

- At least ten years of experience with increasing responsibility in fundraising, with specific experience in annual giving at a research university or an academic medical center
- An entrepreneurial, creative orientation and experience building or transforming an annual giving program to achieve measurable goals
- Demonstrated expertise in a complex annual giving program, including an understanding of market segmentation, key metrics, the integration of technology, direct mail, telefund, and leadership annual giving
- A high level of emotional intelligence, with the ability to break down silos and unite disparate constituents around a common cause
- Superior analytical and creative skills
- Well-honed people management skills, with a demonstrated ability to lead and motivate staff, develop organizations, and manage staff through change
- Ability to work independently and collaboratively, and to be successful in a highly matrixed and goal-oriented environment
- Superior communications, interpersonal, and problem-solving skills
- Experience working with volunteers
- Bachelor's degree required; master's degree in relevant field preferred
- Some travel, weekend, and evening work required