McMaster University

Position Profile

Director of Advancement, Humanities, Social Sciences & Campaign

Position Overview

Organization: McMaster University

Title: Director of Advancement, Humanities, Social Sciences and Campaign

Reports to: Ashley Downey, Associate Vice President, Pan-University Advancement (Faculties & Units)

Team: Seven

Location: Three campus locations (Hamilton, Burlington and downtown Toronto – 180 Bloor) offer flexibility in work location, and remote and hybrid work empower staff to engage effectively with donors, alumni, and stakeholders in advancing institutional goals in a fast-paced campaign environment. This role is hybrid in nature with 3 days in person per week, inclusive of donor activity. It is understood that the Director will routinely travel to meet donors and engage with alumni and key partners.

Is This You?

You are a collaborative fundraising leader who enjoys working with exceptional academic leaders to achieve fundraising success. You are excited by the prospect of leading the fundraising priorities for two complementary – yet distinct – faculties: Humanities and Social Sciences. You have an engaging and inquisitive nature and are personally interested in the disciplines of both faculties. Outside of your professional expertise, you are motivated by having a front row seat to the brightest minds in Social Sciences and Humanities in Canada. To learn and then turn around and identify and motivate prospective donors would energize you.

You are an excellent connector – you can weave the thread across projects and priorities that share commonalities. You do this with the mindset that a rising tide lifts all boats. You can think on your feet and explore deep impact opportunities because you are prepared, you are a listener and have analyzed relevant data to make informed decisions to maximize impact.

Working with two collaborative and respectful Deans does not intimidate you. You see your relationship with academic leadership as a partnership – and your role is to unlock their faculties' potential by accessing philanthropic support. You see the full picture and know what it takes to provide a best-in-class donor experience, regardless of the gift amount, though you thrive in the strategy and planning that goes into major gifts at the $1M+ level. Building a prospect pipeline is a welcome challenge. You enjoy working alongside a highly capable advancement team, with your guidance and coaching can continue to drive philanthropic support.

Lastly, representing a vital pillar for an upcoming campaign currently in the planning phases excites you. You have campaign experience and would add value to McMaster's advancement leadership team to ensure the successful execution of the campaign. If this sounds like you, read on.

The Opportunity

In this newly created role, the Director of Advancement, Humanities, Social Sciences & Campaign will lead the fundraising strategies for the Faculty of Social Sciences and the Faculty of Humanities. Working in partnership with the faculties' development leads, the Director will work with Dean Pamela Swett (Humanities) and Dean Jeremiah Hurley (Social Sciences) to identify key funding priorities for each faculty. The Director will then translate these priorities into clear cases for support, and work with the existing advancement teams in both faculties to identify, cultivate and solicit major gift prospects. The Director will inherit a team of seven advancement professionals across the two faculties Currently two support the Faculty of Humanities, and four support the Faculty of Social Sciences, with a shared alumni engagement officer supporting both faculties. The Director will work to increase annual revenues from both faculties, growing to $10M annually.

In addition to fundraising for the key priorities of both faculties (as described as evergreen, always on fundraising), the Director will be the lead fundraiser for the 'Civic Pillar' of the upcoming McMaster University campaign. The University has not been in campaign for over a decade and is currently in the planning stages. The Faculty of Humanities and the Faculty of Social Sciences are the lead academic partners within the Civic Pillar. Building on the existing breadth of research within the Faculty of Humanities and the Faculty of Social Sciences, which led to the $50M gift from Red Wilson to establish the Wilson College of Leadership and Engagement, McMaster University is developing Canada's most important civic leadership program, equipping students with the history, mindset, character and leadership skills they need to reshape our civic culture.

The Director will act as the subject matter expert and lead solicitor for this pillar of the campaign. They will work alongside University Advancement leadership in campaign planning. The Director will manage a comprehensive Advancement portfolio, supporting the development of comprehensive alumni engagement programs and proactively championing partnerships and revenue opportunities to support McMaster's research and educational goals. The Director will personally focus on securing gifts of $250K+ and work with University Advancement senior leadership on complex gifts of $1M+ involving multiple internal and external partners. Our ideal candidate will have experience fundraising within a campaign.

Due to responsibilities that include two faculties plus the campaign pillar, it is vital that the Director is a collaborative advancement leader. They will need to work closely with both faculties, fostering a culture of philanthropy and teamwork. We are seeking a creative fundraiser, with excellent listening, interpersonal and leadership skills. This role will appeal to an intellectual who has a vested interest in and curiosity toward the liberal arts. As a key senior advancement leader within the integrated University Advancement team, the Director will uphold their shared values of Quality, Respect, Service, Strategy, and Teamwork to achieve University Advancement's vision and mission.

About McMaster University

Founded in 1887, McMaster University is a research-intensive public university. McMaster is dedicated to advancing human and societal health and well-being. McMaster is ranked in the world's Top 80 publicly funded universities by the Times Higher Education (THE) World University Rankings.

With a total student population of more than 33,000, McMaster welcomes students from 120 countries as well as Canada. Home to more than 70 research centres and institutes, McMaster University is comprised of the six faculties of Business (DeGroote School of Business), Engineering, Health Science, Humanities, Science, and Social Sciences. McMaster's 30-acre main campus, located in the Westdale neighbourhood of Hamilton, Ontario, is comprised of 300 acres of scenic property at the western end of Lake Ontario, between Toronto and Niagara Falls. McMaster University also has three other regional campuses: Burlington, Kitchener-Waterloo, and Niagara.

Faculty of Humanities

The Faculty of Humanities comprises over 150 full- and part-time faculty researching and teaching in eight departments and two interdisciplinary programs. Over 3,000 undergraduate, Masters and PhD students from across Canada and around the world are enrolled in our programs. They join the many thousands who have graduated from humanities programs at McMaster since its establishment in 1887.

An institution's declared vision is a good indicator of its deepest values and strongest aspirations. The vision of our Faculty is centered on excellence in research, teaching, and creative practice Of course, visions are nothing without achievements. McMaster Humanities' achievements are everywhere: from the research and scholarly activities of our Faculty to the intellectual and social engagement of our students at McMaster and in the wider world. Learn more here.

Faculty of Social Sciences

The Faculty of Social Sciences comprises over 200 full and part time faculty and staff members researching and teaching in twelve departments. We're also home to over 4,000 undergraduate and graduate students.

Our mission is to ask challenging questions, pursue understanding, and work with others to create a more sustainable, just society. We pursue inclusive excellence in our research, education, and service, on campus and beyond, by engaging with diverse peoples, perspectives and ways of knowing. Learn more here.

Advancement at McMaster University

McMaster's vibrant student experience, world-class research, and community engagement are empowered by the support of thousands of alumni and donors who also believe strongly in McMaster. Together, McMaster's donors and alumni help make the university what it is today and help nurture the next generation of leaders in our world.

The Advancement leadership team provides overall strategic leadership and direction in the areas of

fundraising; developing and building partnerships; and engaging with donors, alumni and stakeholders. The Advancement team also plays a critically important role in advancing McMaster's strategy, in support of McMaster's ambitious vision, in partnership with the academic and administrative leaders across the University. The Advancement team has a centralized/decentralized structure, with strategies established and coordinated centrally, along with some programs and services (e.g. Annual Giving, Leadership Giving, Principal Giving, Corporate Giving, Estate Giving & Legacy Planning, Stewardship, overarching Alumni programs, Research & Prospect Analytics, and Gift Processing services), whereas other programs and services are delivered 'locally' through decentralized, dedicated Development and Alumni staff embedded within the faculties and units.

Leadership

Lili Litwin, Vice President, University Advancement

Lili Litwin joined McMaster on June 1, 2023, as McMaster's new Vice-President, University Advancement.

As a leading Canadian advancement expert, Litwin has worked across the research, hospital, charitable and university sectors. In addition to serving as executive director of Advancement at the Rotman School of Management at the University of Toronto, she spent five years as president of the St. Michael's Foundation at St. Michael's Hospital and Providence Healthcare, Unity Health Toronto. In both roles, she led fundraising campaigns that surpassed their goals, developed strong and diverse advancement teams, and liaised with academic partners on governance and donor stewardship.

Lili graduated from York University with a B.Ed. Her earlier work experience includes time as Vice- President of Development at the Canadian Centre for Diversity and with ONEXONE, a non-profit organization dedicated to improving the lives of children in health and education.

Ashley Downey, Associate Vice-President, Pan-University Advancement (Faculties and Units)

Ashley joined McMaster in May 2024. As an experienced fundraising leader with 15+ years delivering impact within the philanthropic sector, Ashley brings a wealth of experience and strategic leadership to McMaster University Advancement team. Joining from her previous role as Associate Vice-President at St. Michael's Hospital Foundation, where she worked for 10 years, she has consistently delivered exceptional results, leading critical portfolios including principal and major gifts and planned giving at St. Michael's.

Her career is marked by a series of successes in driving major fundraising campaigns and fostering collaborative relationships with donors, volunteers, and organizational leaders. Ashley's expertise extends beyond healthcare, having made significant contributions to fundraising efforts at the Royal Ontario Museum and with Peacock Philanthropic Council Inc.

Ashley holds a Bachelor of Social Sciences in Political Science and Women's Studies from the University of

Ottawa and a Graduate Certificate from Humber College in Fundraising and Volunteer Management.

Pamela Swett, Dean, Faculty of Humanities

Dr. Pamela Swett arrived at McMaster in 1999as an assistant professor. Swett was Chair of the Department of History from 2011-2017 and served as Associate Dean of Graduate Studies and Research (Humanities) before becoming Dean of the Faculty of Humanities on July 1, 2019. An historian of Germany, she has received research grants from the Deutscher Akademischer Austauschdienst, the Alexander von Humboldt Foundation, the Thyssen Foundation, German Historical Institute, and the Social Sciences and Humanities Research Council of Canada. She is the author or editor of six books, and her research focuses on the social and cultural history of the Weimar Republic and Nazi Germany.

Jeremiah Hurley, Dean, Faculty of Social Sciences

Jeremiah Hurley is Dean of the Faculty of Social Sciences; a professor and former Chair in the Department of Economics; a member of the Centre for Health Economics and Policy Analysis, and a member of the Department of Health Research Methods, Evidence, and Impact (HEI), all at McMaster University. His research on the economics of health and health care systems includes physician behaviour, funding models and resource association in health care, public and private roles in health care financing, financial incentives in health systems, equity in health systems, normative frameworks in health economics, and the application of experimental economic methods in health research. He has published in leading health economic, health policy, and health services research journals and has acted as a consultant to regional, provincial, national and international agencies. He is the author of the Canadian health economics textbook, Health Economics (McGraw-Hill Ryerson).

Key Duties & Responsibilities

Advancement Leadership

- Lead fundraising strategy on behalf of two faculties – Humanities and Social Sciences, inheriting a team who are embedded within each faculty and implementing fundraising plans, pipeline development, stewardship plans and initiatives, and strategies to increase revenue for each faculty
- Lead fundraiser for the civic pillar of the upcoming McMaster University campaign. The two faculties are leading the civic pillar of the campaign
- Foster a culture of collaboration, integration, and service
- Demonstrate a commitment to equity, diversity, inclusion, and indigeneity through leadership, encouraging inclusive behavior and practices
- Work alongside both Deans to translate their strategic plans into clear funding priorities
- Collaborate with senior faculty leadership and the Associate Vice President, Pan-University Advancement (Faculties & Units) to create advancement plans that align with academic priorities, building a compelling vision and case for support for major and principal gifts.

- Partner with University Advancement's senior leaders to set goals and objectives, including annual professional development plans for continuous improvement and change readiness.
- Work with both Deans to establish volunteer support who can champion advancement among their networks
- Develop and implement plans with clear short- and long-term priorities for university revenue-generating campaigns
- Provide expertise and guidance as part of the senior administration/operational leaders group as required.
- Manage both faculty's Advancement budget allocation, ensuring resources are prioritized to meet university objectives and outcomes.
- Work with University Advancement and faculty Advancement teams on prospect identification – with an emphasis on alumni, and on prospective donors outside of the McMaster 'ecosystem' who would be interested in supporting research objectives of each faculty, e.g., housing policy, arts and culture, digital impacts on society and culture, etc.
- Monitor campaign and fundraising progress, recommending changes as needed, and reviewing solicitation strategies.
- Develop and maintain in-depth knowledge of each faculty's research and teaching activities, needs, and priorities, matching them with potential supporters' interests.
- Collaborate with University Advancement to support major gift announcements, events, stewardship requirements and related activities.
- Represent the faculties at relevant community and University events, locally, nationally and internationally.
- Promote a culture of philanthropy.

Team Leadership

- Oversee human resources activities for direct reports, including recruiting, onboarding, goal setting, performance management, development, and engagement initiatives.
- Motivate and mentor a team of development professionals; and be a collegial and collaborative colleague, offering leadership and support to colleagues across University Advancement, faculties and units.
- Attend University Advancement meetings to update on individual and team activities and stay informed on development activities.
- Work with University Advancement to plan and execute McMaster's next comprehensive Fundraising Campaign. Play the lead role in executing campaign strategies for the Faculties of Humanities and Social Sciences and the civic pillar by designing, implementing, and managing development activities related to the campaign.

Relationship Development

- Assist University Advancement's senior leaders in engaging the President, Vice Presidents, senior university leadership, and volunteers in cultivating and soliciting principal gift supporters, ensuring appropriate briefings and follow-up actions.

- Collaborate with McMaster's Vice-Presidents, Deans, University Advancement and volunteer leaders to identify and qualify new major gift supporters and develop engagement strategies.
- Liaise with the Vice-President of University Advancement, academic leadership, and advancement leaders on fundraising initiatives, including joint solicitation strategies and shared gifts.
- Identify, cultivate, and solicit support from a portfolio of prospects, donors and alumni, collaborating with senior academic leaders, senior Advancement leadership, and key volunteers to increase engagement and financial investment.

Administrative

- Ensure compliance with fundraising and revenue generation policies and procedures.
- Responsible for the allocation of advancement budget within the faculty's and accountable to ensure resources are allocated and prioritized to meet University objectives and short and long-term outcomes.
- Timely update and report activities on the donor database (Ellucian Advance Web).

Qualifications & Competencies

- Proven track record in securing and closing $1M+ and complex donations and partnerships.
- Successful experience in major giving fundraising, preferably in post-secondary or complex organizations.
- Committed to equity, diversity, inclusion, and indigeneity, applying this lens to fundraising leadership, strategy, and tactics.
- Experience leading and managing high-performing, donor-centered development professionals.
- Expertise in attracting and maintaining donor and supporter relationships.
- Donor-centered, goal-oriented, with a reputation for integrity and transparency.
- Comfortable and credible working with senior academic leaders, donors, and volunteers.
- Competent in understanding Canadian tax legislation and the philanthropic landscape.
- Able to work at high strategic levels, gaining and maintaining trust, and translating strategy into action.
- Experienced in staffing, supporting, and partnering with senior leaders on fundraising visits.
- Superior skills in critical analysis, judgment, decision-making, and relationship-building.
- Visionary with strategic thinking and a creative, entrepreneurial mindset.
- High initiative, tact, and diplomacy.
- Effective in a complex organization valuing collaboration, individuality, and creativity.
- Quickly develops a deep understanding of a research-intensive University's mission.
- Superior communication and interpersonal skills; skilled in writing proposals and development materials.
- Strong administrative skills in human resources, volunteer, and budget management, with financial acumen and comfort with data analytics.
- Proficient with computers and relational donor databases (Advance).

Working at McMaster

At McMaster, you will find a community of talented individuals who are inspired by the University's Mission and the sense of purpose this mission brings. It is through these talented individuals, their creativity and drive for results that McMaster University has earned its reputation as being Canada's "most innovative" University.

Leaders in The Management Group (TMG) are vital contributors to McMaster's renowned culture of creativity, innovation and excellence. They demonstrate the value they place on their leaders with a highly competitive total rewards package featuring compensation, well-being, growth and inclusion provisions.

McMaster University strives to embody the values of integrity, quality, inclusiveness and teamwork, and has a strong commitment to employment equity. Building an inclusive community with a shared purpose is something that McMaster University prioritizes. They believe it is important for their workforce to reflect the diversity of their students and community. The diversity of their workforce is at the core of their innovation and creativity and is a key area that strengthens their research capabilities and teaching excellence.

Compensation & Benefits

To learn more about the total rewards available to the successful candidate, please access McMaster's interactive guide with a summary of the compensation, benefits, retirement income, work life, development and career opportunities, and performance and recognition provisions offered at McMaster. To further explore the extensive total rewards program, detailed information can be accessed through the links throughout the guide. The hiring range for this position is $120,000 - $145,000 plus a performance pay bonus eligibility of up to 10% of base salary, along with an excellent benefits package.

Application Instructions

If you would like to apply, please send your CV and cover letter to **Lindsay Preston (lindsay@phcap.ca) by May 30, 2025 at 5pm ET.** Accommodation is available on request for candidates taking part in all aspects of the selection process. If you require any accommodation, please notify Lindsay Preston.

The University seeks qualified candidates who share their commitment to equity and inclusion, who will contribute to the diversification of ideas and perspectives, and especially welcomes applications from indigenous (First Nations, Métis or Inuit) peoples, members of racialized communities, persons with disabilities, women, and persons who identify as 2SLGBTQ+.

McMaster University is located on the traditional territories of the Haudenosaunee and Mississauga Nations and within the lands protected by the "Dish With One Spoon" wampum agreement. The diversity of their workforce is at the core of their innovation and creativity and strengthens their research and teaching excellence. In keeping with its Statement on Building an Inclusive Community with a Shared Purpose, McMaster University strives to embody the values of respect, collaboration and diversity and has a strong commitment

to employment equity. We thank you in advance for your interest. Only qualified candidates will be contacted.