Director, Campaign Management

Advancement

London or Toronto, ON

Position: Director, Campaign Management

Location: London or Toronto, ON

Position Type: Full-time, 3-year renewable contract.

Hiring Range: $91,182 - $121,576

Application Deadline: Thursday, July 31st, 2025, at 11:59PM.

About Ivey Business School:

Ivey Business School acknowledges and respects the traditional lands of the Anishinaabek, Haudenosaunee, Lūnaapéewak, and Attawandaron peoples, where Western University and Ivey Business School are located. This land continues to be home to diverse Indigenous peoples, whom we recognize as contemporary stewards of the land and vital contributors of the community.

Ivey Business School (www.ivey.ca) at Western University (www.uwo.ca) is Canada's leading provider of real-world, case-based business education. Drawing on extensive research and business experience, Ivey's faculty provides the best classroom experience, equipping students with the knowledge, skills, and capabilities they need to confidently take on today's leadership challenges and opportunities through Case-Method Learning. Ivey offers undergraduate and graduate degree programs, as well as Executive Education at campuses in London, Toronto, and Hong Kong.

Ivey Advancement is more than fundraising—it's about forging powerful, lifelong connections that inspire engagement, advocacy, and investment from our global community of alumni and stakeholders. Now, as we launch the most ambitious fundraising campaign in the School's history, the Advancement team stands at the forefront of transformative change. Guided by bold priorities—expanding accessibility, enriching experiential learning, advancing thought leadership, and driving innovation in teaching and global impact—we are shaping the future of business education and empowering the next generation of leaders.

Position Overview:

The Director, Campaign Management will drive strategy and be highly engaged in all aspects of the campaign. Working closely with the Executive Director, the role will provide project management of key campaign initiatives to ensure effective strategy development, execution, and momentum towards Ivey's ambitious goals.

The Director will provide leadership to ensure effective campaign communication and coordination across units and will ensure alignment of the campaign operating plan with senior leadership strategy. Working closely with, and serving as a main point of contact for, the campaign cabinet and internal campaign working groups, the role will provide operational support to ensure productive and coordinated campaign efforts. This position will provide leadership, project management and senior-level support on campaign strategies, projects and initiatives and will work closely with the Development, Operations, and Alumni Relations teams.

Additionally, the Director will collaborate closely with Western's Campaign administration to ensure alignment, transparency, and coordination across all facets of the campaign.

As our ideal candidate, you are a strong project leader, with effective communication and influencing skills. You enjoy big-picture thinking, building and implementing strategy to achieve short- and long-term goals. Your strong organizational skills allow you to manage priorities and deadlines, applying resourcefulness and judgment to determine urgency and project challenges, and making decisions that are in the best interest of the campaign, division, organization and community.

Responsibilities:

1. **Campaign Execution**
    - Work collaboratively with the Executive Director, Advancement on the strategic and tactical implementation of the campaign; liaise with institutional leadership, senior campaign volunteers, and development staff.
    - Drive and strategically manage the daily operations of the campaign. Serve as a primary point of contact for day-to-day campaign questions.
    - Ensure that all campaign activities are professionally completed in accordance with agreed strategies and agreed timetables. Be the "insistent voice" to achieve campaign success.
    - Contribute to the development of all campaign-related materials (brochures, newsletters, proposals, media releases, etc.)
    - Create and maintain appropriate processes for the campaign that are integrated with the current development policies and procedures (volunteer and donor management, research and cultivation, gift processing, pledge management and recognition).

2. **Campaign Volunteer Management**
    - Lead the training, and retention of campaign volunteers, ensuring they are well-equipped and motivated to contribute effectively.
    - Develop and implement strategies to engage, support, and recognize volunteers throughout the campaign.
    - Provide hands-on guidance and ongoing support to volunteers, ensuring they have clear roles, resources, and direction.
    - Coordinate efforts with the Campaign Cabinet, and other key committees to maximize volunteer involvement and effectiveness.
    - Organize and support Campaign Cabinet meetings, including meeting logistics, agenda and preparations of materials required.
    - Coordinate communications and outreach with Western where there is an overlap of campaign volunteers.

3. **Campaign Progress Monitoring and Management**
    - Monitor campaign scorecard to track progress using key fundraising metrics (donor engagement, conversion rates, donation amounts) to measure and report impact.
    - Coordinate cross-functional teams such as marketing, donor relations, annual giving and fundraising and alumni relations teams to ensure consistent messaging and effective campaign execution.
    - Work with Western to ensure Ivey campaign messaging and activities are aligned with and/or complementary.

- Oversee campaign budgets, ensuring resources are allocated efficiently to maximize fundraising outcomes.
- Reporting and Insights – Provide regular reports on campaign performance, donor trends, internal and external risks and opportunities assessment and areas for improvement to inform future fundraising efforts.

4. Campaign Reporting

- Work closely with Director, Advancement Operations and team to develop required campaign reports.
- With Executive Director, Advancement and Director of Development develop quarterly "benchmark" reviews for the Dean, Campaign Cabinet and Ivey Advisory Board and Western.
- Monitor and report campaign progress regularly to the Executive Director and Campaign Chair as needed.

Qualifications

Education & Experience

- A University in business, communications or arts.
- 7+ years of proven experience as a fundraiser involved in large-scale fundraising campaigns, and/or involved in supporting a fundraising campaign including strategy development, donor engagement, and execution.
- Advanced understanding of fundraising methodologies and best practices, including major gifts, corporate sponsorships, donor stewardship, and grant writing.
- Familiarity with the post-secondary or nonprofit advancement sector, including an understanding of university governance and advancement operations.

Skills & Abilities

- Exceptional interpersonal skills with the ability to inspire confidence and trust in volunteers, colleagues, and key stakeholders.
- Proven experience planning and managing multi-year, multi-million-dollar capital or comprehensive campaigns.
- Strong leadership skills to inspire, manage, and support staff, volunteers, and campaign committees.
- Extensive experience working with board members, campaign cabinets, and leadership teams.
- High-level analytical and reporting skills for monitoring campaign metrics, forecasting, and adjusting strategies to improve outcomes.
- Skilled in fostering collaboration and building high-performing teams.
- Deep knowledge of fundraising best practices, including major gifts, corporate sponsorships, and grant writing.
- Strong analytical skills to track, assess, and report on campaign performance metrics.
- Excellent organizational and project management skills to handle multiple priorities.
- Superior listening skills with the ability to understand and align stakeholder interests.
- Resourceful, independent, and adept at working within an integrated, team-oriented development environment.
- Appreciation for the mission and values of a comprehensive university and a globally respected business school.

What We Offer:

- Flexible or hybrid work plans for many roles
- A collaborative and engaging work culture
- Opportunity to join a community of people-focused professionals
- Market competitive compensation with annual increases available
- Generous benefits package with employer-paid premiums, including a comprehensive Health and Dental Plan, Health Care Spending Account, short- and long-term disability programs, no waiting period required.
- Enhanced mental health benefits coverage and resources.
- Life and AD&D insurance for you and your family.
- Out-of-country travel insurance.
- Employee and Family Assistance Program.
- Pregnancy and Parental top-up leave program.
- A generous group retirement savings plan with 7.5% employer contributions.
- Vacation starting at 15 days per year plus 2 paid Ivey Personal Days.
- Paid time off during the School's December holiday closure.
- Numerous campus-wide arts, culture, and sport events.
- Supports for professional development and career progression opportunities.

Equity, Diversity, and Inclusion at Ivey

Ivey Business School is committed to Equity, Diversity, and Inclusion. Please explore Ivey's EDI homepage for more information on Ivey's commitment to EDI, to read about Ivey's progress in the EDI Update, and to meet Ivey's EDI Advisory Council members.

Ivey Business School invites applications from all qualified individuals. Ivey 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.

Accommodation
Prior to the next step in the recruiting process, we welcome you to inform us confidentially if you may require any accommodations in order to participate fully in our recruitment experience. Please contact us at careers@ivey.ca to notify us of any needs related to completing the job application, and/or throughout the recruitment process.

Application:

If you're excited about joining Canada's leading business school and meet the qualifications, please submit your resume and cover letter via the Ivey Careers page by the application deadline.

*Please note only selected candidates will be contacted.