

UW HEALTH JOB DESCRIPTION

Program Coordinator Fund Development

Job Code: 300078	FLSA Status: Exempt	Mgt. Approval: T. Young	Date: 04.2018
Department: UW Health Development/10200		HR Approval: A. King	Date: 04.2018

JOB SUMMARY

The Program Coordinator Fund Development is responsible for coordinating fundraising events, third party programs, Kids Helping Kids and donor stewardship for the American Family Children's Hospital. This position will also work in support of the annual and long-term goals of the AFCH Development Department.

This employee works closely with internal and external contacts focused on raising funds on behalf of AFCH such as the Wisconsin Foundation and Alumni Association, Children's Hospital leadership, Marketing and Public Affairs, Development Advisory Board, Friends of UWHC, and CATCH.

MAJOR RESPONSIBILITIES

Fundraising Events

- Coordinates and supports specific fundraising and stewardship events.
- Plans & oversees events by setting objectives, strategies, implementation steps, people responsible (volunteers and staff) and time tables.
- Works closely with UW Health Marketing and Public Affairs to promote events, produce communication materials, obtain media coverage of events and activities, and increase awareness of youth philanthropy supporting AFCH.

Third-Party Programs

- Coordinates third-party fundraising efforts to benefit AFCH.
- Meets with potential or current supporters and provides education and tours as required.
- Assesses viability of fundraising concepts and determine approval of initiatives. Key factors include investment of staff and other resources, percentage of revenue and expenses, protection of AFCH brand image and feasibility of the concept.

Kids Helping Kids

- Coordinate the Kids Helping Kids youth philanthropy program to benefit AFCH including initiatives such as Caps for the Cure and Peter Pan Birthday Parties.
- Create, develop and market new Kids Helping Kids initiatives.

Donor Relations/Stewardship/Recognition

- Plan and implement recognition for donors, including writing thank you letters, making personal calls, arranging meetings, giving tours, hosting events, etc. Plan and implement ongoing communication and stewardship with donors.
- Participate in AFCH and UWHC external relations activities or sponsored events when appropriate to solicit, encourage, increase the involvement of donors in AFCH activities.

ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.

JOB REQUIREMENTS

Education	Minimum	Bachelor's Degree in Journalism, English Communications, Public Relations, or other related field.
	Preferred	Master's Degree in Journalism, English Communications, Public Relations, or other related field.
Work Experience	Minimum	5 years related experience in marketing, coordinating events, or community relations with progressive responsibilities overseeing projects
	Preferred	Experience fundraising for non-profit causes.
Licenses & Certifications	Minimum	
	Preferred	

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Required Skills, Knowledge, and Abilities	<ul style="list-style-type: none"> Exceptional oral/written communication skills. Excellent customer service skills and ability to work with a diverse group of people. Track record demonstrating ability to function independently and as a team member, and consistently deliver quality outcomes. Excellent organizational skills and attention to detail. Competent in MS Outlook, Word, Excel, Access and PowerPoint. 		
AGE SPECIFIC COMPETENCY (Clinical jobs only)			
Identify age-specific competencies for direct and indirect patient care providers who regularly assess, manage and treat patients.			
Instructions: Indicate the age groups of patients served either by direct or indirect patient care by checking the appropriate boxes below. Next,			
	Infants (Birth – 11 months)		Adolescent (13 – 19 years)
	Toddlers (1 – 3 years)		Young Adult (20 – 40 years)
	Preschool (4 – 5 years)		Middle Adult (41 – 65 years)
	School Age (6 – 12 years)		Older Adult (Over 65 years)
JOB FUNCTIONS			
Review the employee's job description and identify each essential function that is performed differently based on the age group of the patient.			
PHYSICAL REQUIREMENTS			
Indicate the appropriate physical requirements of this job in the course of a shift. <i>Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.</i>			
Physical Demand Level		Occasional Up to 33% of the time	Frequent 34%-66% of the time
		Constant 67%-100% of the time	
X	Sedentary: Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.	Up to 10#	Negligible
	Light: Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree.	Up to 20#	Up to 10# or requires significant walking or standing, or requires pushing/pulling of arm/leg controls Negligible or constant push/pull of items of negligible weight
	Medium: Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.	20-50#	10-25#
	Heavy: Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	50-100#	25-50#
	Very Heavy: Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	Over 100#	Over 50#
Other - list any other physical requirements or bona fide occupational qualifications not indicated above:			

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.