George A. Smathers Libraries
Administrative Services and Faculty Affairs

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POSITION VACANCY ANNOUNCEMENT

POSITION TITLE: Director of Advancement, George A. Smathers Libraries

CLASSIFICATION: Director, Advancement

REPORTS TO: Interim Dean of University Libraries and Senior Assistant Vice President, Development

SALARY: $98,000 - $115,000 annually, commensurate with education and experience.

Exceptional Benefits We Offer

- Affordable State Health Plans: Medical, Dental, and Vision Insurance
- Comprehensive Coverage: Life and Disability Insurance
- Secure Retirement Options: Generous plans to safeguard your future
- Paid Time Off: Including 11 paid holidays, as well as family, sick, and vacation leave
- Professional and Personal Growth: Opportunities through UF Training & Organization Development, leadership development, LinkedIn learning, and more
- Tuition Assistance: Benefit from the UF Employee Education Program
- PSLF Eligibility: We are a Public Service Loan Forgiveness Eligible Employer

The University of Florida offers a competitive benefits package. Click here to learn more.

JOB NUMBER: 541523 (Apply online)

DEADLINE DATE: October 20, 2026 - applications will be reviewed as received>>

JOB SUMMARY

Few areas of a university have the ability to impact students, faculty, researchers, and communities as broadly as their libraries. The George A. Smathers Libraries are seeking a Director of Advancement to lead the vision and strategy for a comprehensive philanthropy and external relations program. In partnership with the Interim Dean of University Libraries and UF Advancement leadership, the Director will drive major gift fundraising, cultivate meaningful donor relationships, oversee stewardship and volunteer engagement, and build a strong philanthropic pipeline in support of the Libraries' strategic priorities. This is a unique opportunity for an accomplished advancement professional to shape a growing fundraising program and inspire philanthropic investment in the resources, collections, and initiatives that fuel discovery and learning across the university and beyond.

RESPONSIBILITIES

Strategic Development

- Work closely with the Dean of Libraries and the Senior Assistant Vice President of Development to define, prioritize and develop plans to meet funding needs.
- Build a portfolio of fundraising prospects at the major gift levels ($100,000+) and strategically manage relationships through face-to-face visits to bring gift solicitations to closure.
- Within 18-24 months of the start date, develop a portfolio that will consistently raise $1.5 - $2 million per year or more in support of the George A. Smathers Libraries, averaging 120-160 personal visits annually and 10-15 gift solicitations per year of $25,000 or more, with emphasis on gifts of $100,000 or more.
- Build and manage a portfolio of major gift donors as well as manage a qualification pipeline.
- Serve as the primary fundraising strategist for Libraries, identifying, qualifying, and stewarding donor prospects up to the major gift level.
- Strategically manage relationships through face-to-face visits with Special Collections donors, prospects, and friends.
- Actively identify and research alumni and friends in targeted areas; work with the SAVP to develop and implement strategy for securing gifts in these areas, including advancement plans to inform constituents in identified markets about the funding needs and gift opportunities.
- Actively build donor pipeline through in-person visits, volunteer engagement, and other strategies.
- Work closely with the Dean, SAVP and the Office of Estate & Gift Planning in identifying and qualifying prospects who have the potential of making a planned gift to Libraries.
- Actively qualify and manage major gift prospects in accordance with their interests, capacity, and propensity, consulting with the SAVP on philanthropic engagement strategy and key campus partnerships for collaboration.
- Work with University Initiatives to increase parent and family giving to Libraries.
- In collaboration with the Dean of University Libraries, develop solicitation strategies on case-by-case basis, being cognizant of development office and Library needs and procedures.
- Oversee all stewardship efforts for the Libraries.
- Coordinate stewardship efforts with colleges and support units as well as other colleagues within UF Advancement and University of Florida, as appropriate.
- Acknowledge and recognize gifts in ways that are meaningful to donors and appropriate to the vision, mission, and values of the Smathers Libraries and UF Advancement, ensuring the advancement team is providing timely recognition, appropriate and meaningful recognition.

Leadership & Management

- Recruit, hire, retain and develop the Smathers Libraries Advancement team including a Development Coordinator and Assistant Director of Development.
- Provide leadership, counsel, and accountability on matters relating to fundraising, including establishing goals in alignment with library objectives, developing metrics and strategic planning.
- Provide ongoing leadership and direction to team members in building the Libraries' donor pipeline through the qualification and solicitation of leadership annual giving donors to the Libraries.
- Lead the Libraries participation in university wide fundraising campaigns and initiatives.

External Relations & Volunteer Management

- Implement a series of strategic events designed to promote Special Collections and other library priorities, to engage a larger audience and build a major gift pipeline.
- Oversee the design and execution of fundraising plans that would include special events, VIP and donor lunches and dinners, campus visits with the dean, catered events, Library tours with the dean, team retreats, and meetings and initiatives that promote the engagement of donors and friends.
- Develop support for the program by effectively involving stakeholders, such as volunteers, staff, and members of the Library Leadership Board, in efforts supporting the fundraising program.
- Understand and articulate the unique contributions of Smathers Libraries to education, research, and

service on local, national, and international levels.

- Oversee and manage activities and public support programs and events for the Smathers Libraries.
- Coordinate development and alumni activities with Libraries' public relations staff; assist with Libraries public relations and promotional activities.
- Attend and strategically engage and cultivate donors and prospects at events, providing effective follow-up.
- Provide leadership and direction to the Development Coordinator in the management of a successful Friends of the Libraries program to generate gifts between $1,000 and $25,000 that will generate unrestricted support for the library, steward and cultivate those closest to the library, and build a pipeline of new potential donors.
- Lead the advancement team in executing fundraising initiatives for the Smathers Friends of the Libraries and other donor groups, effectively building a pipeline of prospects to ensure future success of the fundraising programs.
- Engage with the UFA Annual Giving Office to ensure successful Friends of the Libraries prospect and pipeline management.
- Provide leadership and support strategic planning efforts as they relate to Smathers Friends of the Libraries.

Administrative

- Responsible for effective and timely prospect tracking, record keeping, reporting and administration aligned with the metrics and reporting from UF Advancement.
- Plan and monitor the budget, using resources for best results in fundraising and planning activities involving volunteers, prospects, faculty and administration.
- Ensure best practices in office systems, practices, files and record keeping; ensure effective use of strategic tools and resources such as contact reports, prospect management, research, analysis, and the donor database.
- Assist in evaluating and analyzing programs using established attributes and metrics to produce accurate reports, to guide effective decision making.
- Supervise the Libraries' Development Coordinator and, once hired, the Assistant Director of Development.

Library Leadership Board

- Cultivate the Leadership Board, engaging a small group of individuals who can support at a high level or make significant connections on behalf of the library.
- With the Dean of University Libraries, plan, manage, and successfully execute all Library Leadership Board meetings, events, and activities; responsible for preparation of meeting materials and logistics.
- Engage with individual prospects, including Library Leadership Board members.
- Coordinate stewardship reports and activities for individual prospects including Library Leadership Board members with appropriate members of the administration.
- Develop support for Smathers Libraries by effectively involving stakeholders, including Library Leadership Board Members, and staff efforts supporting the fundraising program.
- Create a structured process for the identification, recruitment, evaluation, recognition, and replacement of volunteers to strengthen fundraising effectiveness.
- Collaborate with the Dean and the SAVP regarding overall gift strategies for Libraries Leadership Board members as appropriate.

QUALIFICATIONS

We value a range of educational and professional experiences. Applicants are encouraged to communicate in their application materials and subsequent interview conversations how their work and other experiences satisfy the following qualifications in ways that may not be obvious.

Required:
Master's degree in appropriate area of specialization and three years of appropriate experience in Development or a related field; or a bachelor's degree in appropriate areas of specialization and five years of experience in Development or a related field. One year of supervisory experience.

Preferred:
- At least 4-6 years of major gift fundraising experience with documented success in cultivating and soliciting major gifts of $100,000 and above from individual prospects with campaign experience.
- At least 4-6 years of external affairs experience with success in cultivating relationships with individuals and corporate prospects.
- Prior experience in a college or university setting, enthusiasm for fundraising in a comprehensive research university, and the desire to work collegially within a goal-oriented fundraising organization.
- Proven experience leading a high performing team, including prior management of development officers. Track record of recruiting, developing, and retaining a high caliber staff, building a team, and creatively organizing and managing them to maximize the support of external constituencies.
- Proven track record of developing and implementing innovative fundraising strategies designed to maximize performance of a development team. This includes knowledge of fundraising principles, methods, and standards; a demonstrated ability to construct, articulate, implement, and monitor an annual strategic development plan; and an excellent track record of entrepreneurship, innovation, and creative problem solving.
- Expertise in developing solicitation strategies.
- The ability to work strategically, develop and implement constituency programs and activities, along with a talent for motivating volunteers.
- Business acumen and the ability to work collaboratively as a team player.
- Exceptional written and verbal communication skills, strong interpersonal abilities, and the capacity to engage effectively and collaboratively with a wide range of individuals are essential.
- Support the University's commitment to creating a respectful and collaborative work environment that values integrity, professionalism, and mutual respect in all interactions; demonstrated success collaborating with stakeholders; strong project management skills; experience in a data-driven environment; excellent organizational abilities; and the capacity to lead, influence, and inspire others are essential.
- Proficient in the following areas: Windows operating systems, Microsoft Word, Excel, and Access, as well as internet browsers and email platforms. Familiarity with donor databases, contact management systems, and tracking systems is also highly preferred.
- The ability and willingness to travel. A valid driver license and good driving record are essential.*

*Business expenses are reimbursed through a standard accounting system. The ability to pay for expenses using your own personal credit card or funds and have them reimbursed is essential.

THE UNIVERSITY OF FLORIDA
At the University of Florida, we are feeding communities, healing coastlines, exploring space, curing diseases, powering cities, building industries, and imagining wonders. As the state's most comprehensive university, UF is a land, sea, and space grant institution with ties to every Florida county, a top academic medical center, and much more. The ideas born here gather steam and make tangible impacts. Florida is among the nation's leaders in technology transfer, turning discoveries into companies, products, and jobs. Come join us—let's see where we can go together.

Gainesville, Florida
Gainesville, Florida is a vibrant, welcoming city known for its natural beauty, rich culture, and strong sense of community. As home to the University of Florida and UF Health, it is a hub for education,

healthcare, and innovation. With award-winning parks, a thriving arts scene, and a variety of dining and entertainment options, Gainesville offers something for everyone.
Ranked the #1 city to move to in Florida by USA Today in 2024, Gainesville combines small-town charm with big-city amenities—making it a great place to live, work, and thrive. Visit the city's website for community information.

APPLICATION PROCESS
In order to be considered, you must upload your cover letter, resume and three references.

Apply by 11:55 pm (EST) on the application close date via the Jobs at UF online application system at Job Number 541523. Applications will be reviewed as received. If you have any questions or concerns about this process, please contact Tina Marie Litchfield, George A. Smathers Libraries Human Resources Office, at tlitchfield@uflib.ufl.edu.

Work sponsorship is not available for this position.