



## Executive Director, Institutional Advancement and Foundation

Management Range: 23

Board Approved: 11/14/2024

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*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job; however, any additional duties will be reasonably related to this class.*

### **SUMMARY DESCRIPTION**

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Under the general direction of the President and the Board of Directors of the Foundation, the Executive Director of Institutional & Community Advancement the Foundation provides strategic leadership of the Foundation, collaboration with internal and external stakeholders, community engagement, and information management to support the college's brand management, marketing, public relations, communications, fundraising, and development efforts.

### **REPRESENTATIVE DUTIES**

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*The following duties are typical for this classification and may include, but are not limited to, the following:*

1. Provide leadership for the college's foundation board, including operations management and fiscal oversight.
2. Provides leadership and direction of a comprehensive marketing program including public relations, communications, and creative services, including graphic design, photography, videography, editorial, social and web media.
3. Provides counsel to the college regarding public relations issues and opportunities and serves as the primary steward of the college's brand and public image.
4. Serves as the college's official public information officer and primary liaison with the media.
5. Initiates major gift (\$10,000 and over) solicitations. Identifies major prospects and assures appropriate cultivation takes place. Provides proposal and other support material to the College President and Foundation Board Members for major gift solicitations. Provides staff leadership for any campaigns or mini campaigns that may be undertaken by the Foundation.
6. Responsible for marketing planned giving opportunities to the campus and community, for identifying and cultivating planned gift prospects, and for conducting solicitations and negotiating planned gifts.
7. Responsible for identifying major capital projects and for identifying and cultivating major gift prospects and donations to support such projects.
8. Initiates proposals to corporate and Foundation grant makers in seeking unrestricted annual and restricted gifts; coordinates closely with the College President and the Vice-Presidents to establish grant-seeking priorities.
9. Responsible for assuring that the Annual Fund reaches unrestricted and restricted cash goals each year through focused and cost-effective solicitation.



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10. Serves as Executive Officer of the Foundation. Provides staff support for the Executive Committee and all other Foundation committees.
11. Provides all meeting materials, including written reports as necessary, for the Board of Directors, the Executive Committee and all development committees. Provides minutes of meetings for the Board of Directors, the Executive Committee and all development committees.
12. Has overall responsibility for accuracy and integrity of donor, and prospect information within Foundation's database. Utilizes database reports to enhance and improve information and decision making for program management.
13. Represent the College at activities and events that impact the college's public image, build relationships, engage constituents, and build capacity.
14. Provides guidance and approval to departments or programs within the College which, from time to time, develop fundraising events or other activities which represent the College to external audiences.
15. Supervises Foundation-based publications including fund raising brochures, an annual report to the community, and the Foundation's website.
16. With the College President and members of the Executive Committee, develops long-range planning and direction for Foundation's development program.
17. Works closely with faculty, deans, and vice presidents to more fully integrate the Foundation, its fundraising activities, and endowment use into academic and student services program planning and funding each year.
18. Annually evaluates the success of the development programs. As appropriate, provides recommendations to improve the effectiveness of all development efforts.
19. Other related duties as assigned.

### **MINIMUM QUALIFICATIONS**

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*The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

#### **Knowledge of:**

- Operational characteristics, services, and activities of a communications, marketing and public relations program.
- Operational characteristics, services, and activities of a foundation, fundraising, scholarship, and alumni development program.
- Principles and practices of development and capacity building.
- Principles and practices of marketing and public relations.
- Advanced methods and techniques of journalistic writing and reporting techniques.
- Advanced methods and techniques of donor cultivation and stewardship
- Principles and practices of budget preparation financial management, and non-profit administration.



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- Principles of supervision, training, and performance evaluation.
- Principles of business letter writing and basic report preparation.
- English usage, spelling, grammar, and punctuation. Pertinent federal, state, and local laws, codes, and regulations.
- Outstanding skills in developing written documents for a variety of audiences.
- Excellent verbal communication skills, including public speaking and interpersonal communication skills.

### **Ability to:**

- Develop, implement, and evaluate department goals, objectives, policies, and procedures.
- Plan, organize, direct, coordinate, and evaluate development and marketing programs.
- Develop, write, and coordinate the production of development and marketing materials in an effective and appropriate manner.
- Plan and organize work to meet changing priorities and deadlines.
- Meet critical deadlines while working with frequent interruptions.
- Oversee, direct, and coordinate the work of staff.
- Participate in the selection and recommendation, supervision, training, and evaluation of staff. Participate in the preparation and administration of assigned budget.
- Demonstrate a sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of community college students and personnel, including those with physical or learning disabilities.
- Demonstrate professionalism, fairness and honesty in all aspects of the performance of duties.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Work with minimal supervision.

### **Education and Experience Guidelines**

#### **Education/Training:**

- Master's degree from an accredited institution of higher education

#### **Experience:**

- Minimum of three years of increasingly responsible experience including administrative functions such as dean, department head, director, coordinator, or management intern.
- Experience that indicates a sensitivity to and an understanding of the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of community college students and personnel, including those with physical or learning disabilities.



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### **PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

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*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Work is performed primarily in a standard office setting; occasionally travel from site to site.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight up to 25 pounds; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

**Hearing:** Hear in the normal audio range with or without correction.