



## Classification Description

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<u>Job Title:</u>	Vice President, Institutional Advancement and Executive Director, College Foundation	<u>Pay Grade:</u>	Executive
<u>Division:</u>	Office of the President	<u>FLSA Status:</u>	Exempt
<u>Reports To:</u>	District President	<u>Job Code:</u>	1145

### **Job Purpose**

The Vice President for Institutional Advancement and Executive Director, College Foundation (VPIA) provides leadership for a multi-functioning unit that supports the College's purpose through a broad array of targeted initiatives in the areas of alumni relations, fundraising and development, and marketing and college relations. The overarching goal of the Office of Institutional Advancement is to further the interests and well being of Edison State College; and to generate increased support for the College's academic, community service, and other programs. The Vice President is a member of the President's Cabinet.

### **General Responsibilities**

#### **Essential Functions**

The Vice President has responsibility for the strategic planning and oversight of all fundraising initiatives. This includes annual giving, major and planned giving, and capital campaigns, as well as alumni relations, marketing and college relations.

Provides innovative and motivational leadership for Foundation and marketing staff, develops meaningful relationships with board, senior administrators, deans, faculty, institutional and external constituencies. The VPIA cultivates potential benefactors and solicits gifts in support of institutional priorities.

Oversees the Foundation's assets and ensures compliance of good stewardship. Practices sound fiscal responsibility including budget development and management, oversight of annual audit and implementation of investment policy.

Manages the day-to-day operations of the Edison State College Foundation, Inc., and in collaboration with the campus presidents, supervises Foundation staff district-wide.

Prepares agenda items for the Foundation Board of Directors and the College's District Board of Trustees.

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Enhances the College's ability to identify, establish, create and maintain strong relationships with individuals, corporations and foundations, and solicits philanthropic commitments to support the mission and goals of the College.

Designs, implements and manages a comprehensive and measurable strategic plan aligned with the Edison State College's vision, mission and goals. Submits regular progress reports to the District President and adheres to all State, College and Federal reporting standards. Ensures contact and financial records for active prospects and donors include full compliance with reporting requirements and detailed records of solicitation activities.

Works routinely with the District President and members of the President's Cabinet to ensure an actively engaged Foundation Board of Directors.

Fosters a climate for philanthropy among the college's senior administrators, faculty, staff and friends.

In collaboration with the President's Cabinet, works with the Financial Aid Office and academic departments to ensure timeliness of student scholarships and appropriate donor recognition.

Provides leadership and direction for marketing and college relations including the coordination of College-wide celebrations and events, alumni programs, capital campaigns and other assigned activities. Manages Foundation sponsored events and establishes the proper image and quality for such activities. Coordinates a district-wide effort to appropriately reflect the College's image and message for media and external presentations.

Models and sustains effective servant leadership and shared governance practices which enhance the achievement of the vision, goals, plans and student-centered culture of Edison State College.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can safely perform the essential functions of this job with or without reasonable accommodation.

Performs related duties as assigned.

#### Minimum Qualifications

An earned Master's degree from a regionally accredited institution of higher education, with a major in Business Administration, Higher Education Administration, or a related field.

Minimum five (5) years related professional development and institutional advancement experience in positions of increasing responsibility which includes successful fundraising and a proven track record of developing leadership gifts.

Understanding of public information, marketing and branding as it applies to the College's distinct image in Southwest Florida.

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Knowledge of cultivation, solicitation, and stewardship strategies particularly in the area of corporate and foundation fundraising techniques. Demonstrated record of success in generating significant commitments from corporations, foundations, and private individuals.

Excellent communication and organization skills and the ability to work with College faculty, staff, and administrators, as well as with a variety of agencies and institutions.

Demonstrated successful experience in supervision of personnel.

Personal and educational philosophy compatible with the goals, objectives and mission of the College.

Ability to:

- Interact with a variety of organizations and individuals to significantly increase the visibility of the College;
- Convey appropriate messages and represent the College to prospective donors to encourage interest in and support of the College's mission and goals;
- Initiate and build relationships with prospective corporate, foundation, and private donors;
- Take primary responsibility for diverse number of projects and to complete them in a timely manner with limited supervision; and
- Build and motivate a strong fundraising team.

Excellent organizational, interpersonal, and networking skills. Ability to maintain a high level of poise and professionalism in all circumstances.

Exceptional verbal and written communication skills.

Ability to interact with a variety of organizations and individuals to significantly increase the visibility of the College. Able to convey appropriate messages and represent the College to prospective donors to encourage interest in and support of the College's mission and goals.

Demonstrated experience working with institutional and development boards.

Knowledge and understanding of budget practices and investment principles with the ability to analyze information for reports and organize data into effective oral and written presentations.

Requires ability to use general office technology including use of computer and software programs such as MS Office (Word, Excel, Power Point, Publisher). Familiarity and use with donor programs.

### **Critical Skills/Expertise**

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.

- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

### **Work Conditions/Physical Demands/Special Conditions**

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: