

EXECUTIVE DIRECTOR OF COLLEGE ADVANCEMENT

CLASS SUMMARY

Assumes responsibility for planning, organizing, coordinating and implementing programs that generate community goodwill and financial support for the college, including developing, budgeting, monitoring and reporting of college fundraising activities and other designated programs which raise funds for the college. Serves as the executive director of the college foundation; directs and supervises college advancement and foundation staff; organizes and facilitates activities and meetings of foundation volunteer board, community auxiliary committees and other college support groups. Works with the President serving as a staff assistant in providing programs and activities for college foundation and advancement efforts, and with the vice president for student services as appropriate for scholarship and other revenue producing and student-centered programs.

REPRESENTATIVE DUTIES

Develops policies and procedures for college advancement initiatives including friend raising and fundraising programs; administers a variety of development activities including planned giving, capital campaigns, annual giving, endowment, and solicitation of corporate/foundation/private support. Coordinates college/foundation sponsored community relations programming and activities; prepares and distributes reports relating to college development activities; serves as administrative liaison to the college Foundation Board of Directors, working closely with volunteer Board to facilitate and train members in fundraising techniques and programs. Researches, investigates and develops corporate, community, individual and other grant and advancement programs useful in soliciting funds; keeps abreast of federal, state and local government opportunities for funding; establishing policies and procedures for solicitation from individuals, foundations, and corporations. Develops annual giving and membership campaigns, capital fund and deferred giving programs; directs mail solicitations and special event fundraising activities; attends professional seminars and meetings; assists other campus organizations in fundraising efforts; develops and prepares brochures, flyers, newsletters, articles and reports. Maintains an on-going liaison with college and District staff to facilitate services and coordinate activities; administers college alumni association and coordinates all alumni-related activities; administers a donor recognition program for all levels of gift programs; coordinates a college annual appeal program; administers college special recognition programs; coordinates donor alumni gift tracking system; monitors accounts and bookkeeping records and investment portfolios of the foundation; actively participates in community affairs and represents the college at assigned events and functions. Works with legal counsel on legal aspects of gift solicitation and acceptance; stays abreast of current I.R.S. regulations; meets with potential donors and provides them with appropriate information on their particular interest in the college; chairs or serves as a member of college committees as designated; supervises and evaluates staff; performs related work as required.

EXECUTIVE DIRECTOR OF COLLEGE ADVANCEMENT (continued)

ORGANIZATIONAL RELATIONSHIPS

This classification reports to the college president and supervises the Office of College Advancement. This classification works closely with the vice president of student services and various college and District offices for coordination of activities.

DESIRABLE QUALIFICATION GUIDE

Training and Experience

A minimum of three years of experience in college or other non-profit advancement programs or equivalent marketing and/or development experience such as public relations, marketing or publications, including successful experience interacting with businesses, corporations, community individuals, organizations and the academic community. A bachelor's degree in a related field is desirable, but extensive experience in fundraising may be substituted for education. Community college experience is also highly desirable. Experience with development programs such as capital campaigns, endowments, annual giving programs and special events.

Knowledge and Abilities

Good knowledge of: methods of donor solicitations and various fundraising techniques (including use of technology-enabled tools and data-bases); local, state, federal and I.R.S. regulations pertaining to gift giving; current investment principles and procedures; English usage, spelling grammar and punctuation; business math; accurate record keeping.

Ability to: envision and implement programs for the Office of College Advancement such as fundraising projects and planned giving strategies, including the development and management of related student-centered and revenue producing programs; write clear and concise complex documents; compile pamphlets and brochures; analyze and address the needs of a volunteer-enriched organization; attract and maintain donor support; direct the operation of a comprehensive advancement office including supervising staff and budget/accounting practices; communicate effectively in oral and written form; comprehend and interpret financial statements; maintain records; understand and carry out oral and written instructions; establish and maintain effective relationships with those contacted in the course of work.

Skills: evident of a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, physical and/or learning disabilities, and ethnic profile of the college and the community population.

License: a valid California Motor Vehicle Operator's License.