

# JOB DESCRIPTION



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**Position Title:** Executive Director of Advancement/College Foundation

**Department:** External Affairs

**Employment Category:** Administrative Staff

**Primary Location:** District-wide

**FLSA Classification:** Exempt

**Parameters:** Full-time; 12 months/year

**Pay Grade:** AS18

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**Position Summary:** The Executive Director Advancement/College Foundation is responsible for overseeing supervision of a department of foundation and advancement staff serving as a resource for public relations, fundraising, alumni outreach and event planning; managing a positive and persistent public image of the college and foundation; cultivating, processing and managing stewardship of gifts, inspiring loyalty and commitment of stakeholders; raising public awareness through creative, cost-conscious, effective and future focused communications support and fundraising.

**Essential Functions:** As defined under the Americans with Disabilities Act, may include any of the following tasks, knowledge, skills, and other characteristics. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

**Duties and Responsibilities:** Within the scope of college policies and procedures, this position:

Coordinates and manages fundraising strategies and campaigns through collaboration with college personnel, the foundation board of directors, and financial and legal professionals; establishes and cultivates alumni and donor relationships and outreach; manages the foundation audit process; and coordinates Foundation scholarship funding, promotion, applications and awards

Serves as the college's public information officer, providing public announcements as needed; researches and composes material for various outlets such as the college president and foundation board, website, social media and other foundation communications; identifies, coordinates and executes special events that foster a positive image among college stakeholders; assists with outreach activities as directed by administration

Identifies the college's audience and determines issues relevant to the institution; monitors public opinion regarding these issues; reviews and provides guidance on educational and public relations materials issued by the college; oversees the maintenance of ongoing relationships with local media outlets and other college partners; coordinates response to correspondence and requests for information with staff; represents the college at public events

Responds to requests from college departments for alumni outreach, fundraising, public relations and communications strategies; develops and oversees the department's budgets

Performs other related duties as assigned

**General Expectations:** Employees are expected to accomplish assigned duties in an efficient, effective and competent manner and to strive for improvement and excellence in all work performed. Additionally, employees must understand the comprehensive role of the community college and cooperate and work harmoniously with students, faculty and staff, and the public. Employees will follow all college policies, rules, regulations and guidelines as they relate to this position.

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## **Education and Experience Requirements:**

Master's degree in journalism, marketing, mass communications, or related field from a regionally accredited institution of higher learning recognized by the US Department of Education  
Five years' related progressively responsible experience, including two years' supervisory experience

*An equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved may be considered.*

## **Knowledge, Skills and Abilities:**

Knowledge of and ability to follow college policies and procedures  
Knowledge of current technologies and word processing, database, presentation, and spreadsheet software, specifically Microsoft Office applications  
Knowledge of communication principles, media, and marketing techniques  
Knowledge of publishing processes, procedures and techniques  
Knowledge of public relations principles, practices and techniques  
Skill in public speaking and ability to develop and deliver presentations.  
Skill in all facets of public relations activities.  
Skill in planning, organizing and coordinating activities and events.  
Skill in information research.  
Skill in presenting ideas and concepts orally and in writing.  
Skill in analyzing complex problems, identifying solutions and demonstrating critical thinking  
Skill in the ability to prioritize projects and coordinate multiple requests, and adhere to deadlines  
Skill preparing, monitoring and administering budgets  
Skill in effective supervisory practices and techniques  
Ability to communicate effectively, verbally and in writing, and to relate to others in a professional, helpful manner  
Ability to relate to a diverse population and to maintain composure when faced with difficult situations  
Ability to establish and maintain effective working relationships with other department staff, faculty, students and the public

**Work Environment:** Work is primarily performed under general supervision. Incumbent generally performs work in a typical office setting with appropriate climate controls. Travel, working evenings and weekends may be required.

**Physical Requirements:** Essential functions of this position require: lifting, manual dexterity, ability to communicate.

**Sedentary Work:** Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body; involves sitting majority of time; walking and standing are required only occasionally and all other sedentary criteria are met

**Mental Application:** Utilizes memory for details, verbal instructions, emotional stability, critical thinking, adaptability and creative problem solving skills are important

**Reports to:** President

**Disclaimer:** The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.