

College of the Redwoods

Position Description

Position: Executive Director of College Advancement	Position Number:
Department: President	FLSA: Exempt
Reports to: President/Superintendent	Salary Grade: 130

Summary

The position oversees the College of the Redwoods Foundation and is responsible for soliciting private support to benefit the College and for managing and investing the philanthropic resources through the Foundation. The position also oversees Alumni relations and scholarships. The position oversees development, alumni relations and foundation staff.

Essential Duties and Responsibilities

- Oversees and directs the creation and implementation of a comprehensive fundraising strategy that will sustain and increase philanthropy in accordance with established priorities.
- Engages and involves the College President and other senior leaders in the cultivation and solicitation of 25-30 influential leaders and prospects and in gift solicitations.
- Develops relationships between persons of influence and the College and the Foundation. Solicits influential leaders for financial support, advocacy, and involvement in Board and other volunteer roles.
- Oversees development events and communications that complement development identification, cultivation and solicitation strategies through Foundation receptions, scholarship luncheons, Foundation Focus newsletter, etc.
- Serves as the administrator of the Foundation; directs daily activities including communications, budget development and management, donor prospect research, fundraising, and special events.
- Responsible for the management and oversight of the college's Foundation financial operations, including operational budgets, financial reports, endowment management, grant programs, and department, club, and scholarship fundraising account funds.
- Plans and attends appropriate meetings of the Foundation Board and related Foundation committees; prepares appropriate agendas, minutes, support materials and financial reports.
- Assists the Foundation Board in developing strategic and annual operating plans for the Foundation and its fundraising programs and activities in alignment with the District's Education Master Plan.
- Plans, coordinates and implements Foundation events on and off-campus.
- Supervises affiliate group fundraising and financial reporting.
- Prepares accurate district, state, and federal reports as required and ensures reports are filed in a timely manner.
- Works with the Business Office and contracted auditors in audit and compliance reporting.
- Fosters good communications between the Foundation Board and the District Board of Trustees.
- Participates in appropriate District activities and serves on the District leadership team.
- Plans and conducts a comprehensive, multi-level fund development program, including major gift campaigns, annual giving campaigns, and planned giving, adopted by the Foundation to complement the District's goals and objectives.
- Works in partnership with the District and the Foundation to identify major donor prospects; assures that appropriate cultivation takes place including personal contacts.
- Develops and manages a donor recognition plan including a donor/prospect information database; ensures the accuracy and integrity of data; monitors the processing of gifts; ensures that acknowledgements of gifts are sent.

- Works closely with management, faculty and staff to increase the visibility of the Foundation, its fundraising programs and distribution of funds among the various constituency groups in the District including the District high schools.
- Collaborates with the Scholarship Office in monitoring and issuing scholarship funds.
- Serves as the District administrator for external endowments.
- Participates in community and public relations activities of mutual interest to the Foundation and the District, as coordinated with the President/Superintendent.
- Provides leadership and supervision to staff and consultants in support of their duties and responsibilities.
- Participates in District planning and accreditation activities.
- Performs other duties as assigned.

Qualifications

Knowledge and Skills

- Philosophy and mission of community colleges
- Business principles including accounting, budgeting, cash flow and investment management
- Methods, techniques, and procedures used in major fundraising and resource development programs in higher education, including grant funding and deferred giving
- Donor tracking and recognition programs
- Applicable sections of the California Education Code and other relevant laws
- Principles of leadership, management, and supervision
- Operations, services and activities of an effective outreach, marketing, and communication program.
- Sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students.
- Exceptional writing ability for a variety of formats, including releases, marketing materials, website content, and social media platforms (Facebook, Twitter, etc.).
- Strong ability to develop internal and external marketing and communication plans to achieve organizational goals.
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- Excellent interpersonal skills and ability to collaborate with individuals at all levels and from diverse socio-economic backgrounds.
- Self-starter with the ability to manage multiple projects on deadline.

Abilities

- Work cooperatively in an environment of participatory governance
- Successfully solicit donations and identify grant sources
- Develop, plan, organize, and direct a development program which supports the District
- Work effectively with Foundation Board members, faculty, staff, service clubs, business persons, community groups and organizations
- Function as a respected, visible advocate for the Foundation and the District
- Research potential donors
- Provide leadership and prioritize projects
- Interpret and apply related laws, regulations, policies, and procedures
- Research, compile and analyze information/data

- Communicate effectively both verbally and in writing
- Prepare and present reports
- Select, train, supervise and evaluate staff
- Attend community events
- Work variable hours including evenings and weekends
- Ability to manage projects and special events, coordinating with multiple departments and external agencies

Physical Abilities

Requires ambulatory ability to relocate to various offices and sites, to retrieve work materials, and to use a personal computer keyboard at an acceptable rate. Requires sufficient visual acuity to recognize words and numbers; speech and auditory abilities to carry on conversations in large audience, personal, and phone conversations.

Education and Experience

Bachelor's degree or above from an accredited college or university in a related field, AND Three (3) years increasingly responsible experience in Business Management, Public Relations, Fund Development, and Fundraising, AND Experience in all areas of higher education non-profit fundraising/development, including but not limited to, grant writing/development/implementation, corporate and foundation relations, donor recognition and special events, major and planned gifts, annual giving, and leadership gifts, AND Knowledge of local funder environment and experience soliciting support from local, state and national funders (both public and private).

Licenses and Certificates

Must have a valid driver's license.