



## Director of Institutional Advancement

Classified Range: I9

Board Approved: 06/20/2019

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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 direction of the College President, this position provides strategic leadership and implementation of the college's advancement efforts including marketing, media relations, public relations, fundraising, donor relations, and events to support the college's strategic goals. The campus director plans, organizes and directs communications and marketing outreach for the college, and advocates for the college both internally and externally to enhance the college's visibility and reputation, foster goodwill, increase support, and build endowment funding for the college.

### **REPRESENTATIVE DUTIES**

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*The following duties are typical for this classification.*

1. 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.
2. 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.
3. Serves as the college's official public information officer and primary liaison with the media.
4. Provides leadership and direction of a comprehensive development program including the annual fund, corporate and foundation relations and grants, major gifts and planned giving, capital campaigns, scholarships, and alumni and constituent relations efforts.
5. Advises the college President regarding current and potential community and outreach opportunities, issues and concerns. Analyzes and evaluates sensitive situations to determine community relations consequences in order to recommend an effective plan of action.
6. In collaboration with the District, supervises production of all campus publications of a marketing and public relations nature.
7. Advises and assists the college foundation in its publicity and fund-raising activities.
8. Provides leadership and support for the college's foundation board including operations management and fiscal oversight in accordance with Federal and State regulations, district and college policies, Foundation Board policies and by-laws, and other applicable regulations.
9. Drives the continuous improvement of the design, content, and functionality of the college's website.
10. Maintains a resource file on college information and resource publications.
11. Oversees a comprehensive calendar of activities and events that impact the college's public image, develop relationships, engage constituents, and build capacity.



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12. Represents the college at community functions and events and is actively involved in the advancement profession to keep the college visible among higher education peer institutions community partners, local business and industry, and local non-profit organizations.
13. Other duties as assigned.

### **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.
- 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.



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- 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** – *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

### **Education/Training:**

- A Master's degree from an accredited college or university with major course work in journalism, communications, advertising, marketing, English, organizational leadership, public administration, management, public relations or a related field.  
OR
- A Bachelor's degree from an accredited college or university with a focus in public relations, marketing, communications, public administration, or a related field with eight (8) years' experience may be used in lieu of the Master's degree.

### **Experience:**

- Six (6) years or more experience in community affairs, public relations, development, or marketing experience. Successful record of interaction with key public and community leaders.

### **License or Certification:**

- Possession of a valid California driver's license.

### **Preferred Experience:**

- Public relations experience in community college or university.

## **PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

*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 with intermittent travel as needed.

**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 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.