

SOWELA

JOB DESCRIPTION

Job Title:	Executive Director, Institutional Advancement	Grade:	ELT
Department:	Institutional Advancement	Updated:	02-08-2018
Reports to:	Chancellor of SOWELA	FLSA Status:	Exempt

Position Summary:

The Executive Director of Institutional Advancement serves on the Chancellor's leadership team and collaborates with others in the community to increase and maintain visibility and fundraising for SOWELA and the SOWELA Foundation. The scope of work entails leading campaigns, programs, projects, events, and activities in support of the college, the Chancellor, the Foundation, and the Foundation's Board of Directors. The Executive Director's attention to fundraising efforts is critical because one of the major goals of this role is to raise funds to support the Foundation's programs and provide scholarships and grants. The Executive Director develops and administers the college's institutional initiatives including public relations, marketing, promotions, and fundraising, both internally by working with students, faculty, staff, and externally by networking with alumni, community members, and business and industry representatives.

Essential Duties and Responsibilities:

- Design, implement, and manage a comprehensive proactive development plan focused on expanding and enhancing the college's and foundation's relationships, by directing and coordinating activities related to obtaining college and foundation monetary support.
- Lead efforts in brand marketing, public relations, strategic communications, and strategic initiatives of the college and the college's foundation.
- Serve as the Liaison to the SOWELA Foundation Board of Directors and Advisory Panel members, and an engaged member of the Chancellor's Executive Leadership Team.
- Operate as the SOWELA Foundation point person for Louisiana Board of Regents Support Fund activities to include match fund proposals, reporting, and committee service.
- Manage SOWELA Foundation Board of Director's activities to include meetings, membership, communication, and advocacy.
- Identify, cultivate, solicit, and steward prospective and current donors to encourage the contribution of non-state resources (funds, equipment, and in-kind services) to the SOWELA Foundation and/or the college.
- Develop campaigns and events to raise funds for the SOWELA Foundation, oversee the distribution of scholarships and grants, and evaluate the effectiveness of past fundraising programs, events, and activities.
- Develop opportunities such as education, trainings, tours, and luncheons to enhance business, industry, and community leaders' exposure to SOWELA.

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- Work closely with Alumni, and other college representatives to create opportunities to build awareness among college and foundation constituencies in order to build and significantly expand positive fund-raising relationships.
- Increase support and provide leadership representation by attending community events, participating in civic organizations, and serving on appropriate committees within SOWELA, the Louisiana Community and Technical College System (LCTCS), and the community.
- Maintain the constituent management reporting system to track funds received by the SOWELA Foundation and work closely with the Business Office to ensure accounting standards and reporting needs are met.
- Administer grant application processes and reporting, working in collaboration with the Grant Writer and Coordinator of Grant Initiatives.
- Oversee and create internal and external communication materials to promote SOWELA, and its foundation, programs, events, and activities, including proposals, presentations, brochures, flyers, and other materials as appropriate.
- Assist and engage with college events such as Commencement, student services offerings, ribbon cuttings/ groundbreakings, and other initiatives.
- Recruit and manage directly the Institutional Advancement employees and student workers, and indirectly manage project teams, employee volunteers, and community volunteers.
- Perform other duties as required and/or assigned by supervisor(s).

Minimum Requirements:

- Bachelor's degree in marketing, public relations, communication, or related field.
- Ten (10) years of combined experience in marketing, public relations, communication, and fundraising, in progressively responsible positions, preferably in the higher education setting.
- Three (3) years supervisory experience, leading direct reports and non-direct reports.
- Two (2) years of project management experience; Project Management certification, helpful.
- Media relations and donor relations experience, preferred.
- University/College Foundation Boards experience, preferred.
- Blackbaud Non-Profit Solutions / Raiser's Edge Fundraising Software experience, preferred.

Required Knowledge, Skills and Abilities:

- Knowledge of fundraising best practices.
- Proven ability to implement and promote special events.
- Ability to work with and build an active alumni group.
- Proven skills in civic involvement/engagement, and team building and project management.
- Advanced knowledge in utilizing the Internet and various social media as a communication tool.

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- Ability to safeguard sensitive and confidential information from intentional or unintentional disclosure.
- Proven ability to present a positive image for the college, maintain professional demeanor, provide effective customer service, and make good decisions.
- Skills in recruiting, training, and managing employees, teams, and volunteers.
- Ability to communicate clearly and effectively, both orally and written, at all levels.
- Ability to make independent decisions that demonstrate good judgment.

Physical Requirements / Efforts:

In order to comply with the requirements of the Americans with Disabilities Act, all employees are asked to read and acknowledge the information below:

- Use a computer for composing, storing, and retrieving information.
- Communicate clearly and concisely, both verbally and in writing.
- Perform basic mathematical computations needed to complete assignments.
- Read and interpret computer printouts and numerical data which may be in very small print.
- Plan, organize, and prioritize job duties in order to meet deadlines.
- Reach, stoop, kneel, and crouch as required for filing and storage of office supplies and other work-related equipment.
- Lift and move items weighing up to 20 pounds.
- Work a regular Monday through Friday schedule of eight hours per day and occasional weekends and overtime as may be required.

Reasonable accommodations may be requested and made to enable individuals with disabilities to perform the essential job duties.

General Acknowledgement

This job description does not constitute an employment agreement between SOWELA and the employee and is subject to change as the needs of the college and requirements change.

Employees are expected to review and adhere to all policies found on the SOWELA website at <https://www.sowela.edu/HR-policies> and to act as a role model in the adherence to those policies. I understand that it is my responsibility to request accommodation as necessary.

I have read and understand this explanation and job description.

Employee Signature

Date