



## **RWU POSITION DESCRIPTION OFFICE OF THE PRESIDENT**

<b>EMPLOYMENT UNIT:</b>	Office of the President
<b>DEPT/DIVISION:</b>	University Advancement
<b>TITLE:</b>	<b>Vice President for Development</b>
<b>SYSTEM TITLE:</b>	Same
<b>REPORTS TO:</b>	President
<b>POSITIONS SUPERVISED:</b>	Director of Advancement Operations; Executive Director of Corporate / Foundation Relations & Strategic Initiatives; Executive Director of Major and Planned Giving; Director of Development Research & Campaigns; Executive Director of Alumni Relations & Events Management and Special Assistant to the President
<b>SALARY GRADE:</b>	2

### **DEFINITION:**

The Vice President for Development (VPD) is the primary development officer for the University, providing strategy, leadership, direction and management of all development and alumni relations for the advancement of the University's fundraising goals and objectives. The VPD shall develop and implement a comprehensive strategic plan to expand and promote the University's fund raising efforts through branding, image enhancement and building productive relationships with alumni, friends, parents, businesses, key executives, and community stakeholders.

### **ESSENTIAL FUNCTIONS:**

#### **1. University Advancement and Fundraising**

Designs, guides and maintains a comprehensive plan to expand the University's fund raising efforts resulting in measurable increase in individual giving, foundation and corporate relations, federal grants, annual giving, capital campaign, constituent relations, prospect research and grant writing/research.

- a. Annual Campaign:** Establishes a program to encourage annual donations from all constituents including but not limited to University alumni. Effectively manage the development program by working closely with the executive team and staff to ensure that annual

giving and planned giving strategies reflect the desire and needs of the University and the overall development mission.

- b. Major Gifts:** Create and manage a system to identify potential major donors. Design and implement successful and systematic cultivation and solicitation strategies in association with trustees, senior leadership in every societal sector, prominent citizens, alumni, parents, friends, corporations, foundations and government sources. Determine priorities, activity and revenue goals to maximize revenue.
- c. Planned Giving:** Establishes and guides planned giving programs in conjunction with developmental goals of the University utilizing broad and diverse resources.
- d. Grants:** Promotes and manages staff in the development of grant applications from faculty such as professional development, special equipment and innovative projects. Establishes research protocols for foundations, corporations and individuals.
- e. Capital Campaign:** Designs and implements Capital Campaigns, working closely with the President and consultants as needed. Designs and directs the development of foundation, corporation and individual proposals and appeals for priority projects of the University.
- f. Special Events:** Provides overall administration for the creation, development and execution for special events that support the development plan, improve fundraising activity results and meet or enhance the operational image of the University.
- g. Advisory Boards:** Manages advisory boards to nurture broad networks of alliances to exchange knowledge and information in support of fundraising initiatives.

## **2. Relationship Building:**

The VPD is the principal liaison to key internal and external constituencies as it relates to businesses, governmental agencies and policy makers, and various community organizations.

- a. Corporate Relations:** Forge a strong alliance between the business community and members of the University focused on the development and advancement of the University mission, goals and objectives.
- b. Government Relations:** Interface closely with each level of government and nurture the partnerships to the benefit of the University.

- c. Other External Relations:** Recommend and pursue mutually advantageous partnerships with federal government, businesses, entrepreneurs and community based organizations as it relates to development.
- d. Internal Relations:** Develop training programs for deans, directors, and faculty to strengthen their fund raising role. Actively develop relationships with faculty and key staff in order to ensure positive internal and external public reactions. Works with University

### **Relationship Building (cont.)**

Communications to create effective development publications for the University.

- e. Alumni Affairs:** Determines the strategic direction and achievement of a national alumni relations program by engaging the alumni community through events, programs and publications, providing programs and opportunities to reconnect alumni to the current student base and university community. The VPD is accountable for the continuous improvement of the Alumni giving rate.

### **3. Department Administration:**

Oversees the administration of the department including the hiring, evaluating, counseling and leadership of staff in its efforts to achieve advancement and fund raising goals and objectives of the department.

- a.** Prepares long range plans for advancement of the University; these include goal setting for staff members, staffing plans, financial plan, and plans for the Annual Fund, planned giving, corporate and foundation relations, major gifts and building alumni support.
- b.** Hires, promotes and assists staff in the development of faculty grant applications for professional development, special equipment, and innovative projects.

### **4. Budget Oversight**

Plans and manages entire scope of development budget through prudent use of university resources. Ensures that University fiscal policy and procedures are followed when executing programs, events and duties.

### **5. Staff Development**

The VPD directs a multidiscipline staff; managing work allocation problem resolution and motivating staff to achieve results. Directs the selection, employment, compensation and evaluation of staff. Makes recommendations regarding division personnel and encourages staff professional growth.

### **ADDITIONAL FUNCTIONS:**

The VPD will provide administrative, professional or technical services as needed and in accordance with his/her expertise to any issue, project or program assigned by the President and or Trustees in furtherance of the chartered division mission.

### **ESSENTIAL CHARACTERISTICS:**

Successful performance of this position demands consistent demonstration of the following uncompromised performance characteristics:

1. **Honesty and Integrity:** The resolute commitment to and demonstrable respect for the spirit and intent of the rules and core values of the organization, setting an example of true professionalism and ethical propriety.
2. **Professionalism:** Conducts oneself at all times in a conscientious, committed, and ambassadorial manner demonstrating respect for the position, colleagues, and the University's best interest.
3. **Achievement Orientation:** Demonstrates a genuine commitment to concern for achieving or surpassing results against legitimate and increasingly elevated standards of excellence, showing passion for continually improving the delivery of services. Self-motivated to out-perform standard expectations.
4. **Commitment to Mission and Objectives:** Demonstrates loyalty to University and Department goals. Embodies and articulates the core values of the organization, respecting the University's pursuits, from local to global.
5. **Communication Acumen:** Expresses oneself clearly, purposefully and effectively in both one on one and group settings, and both written and verbal context. Ability to produce clear and concise materials with excellent written and verbal communication skills. Effectively and seemingly effortlessly adjusts style to the specific audience in a non-discriminatory way using accepted University protocols.
6. **Relationship Building:** Ability to initiate, foster and maintain mission productive, favorable associations while developing networks with both internal and external constituents as appropriate.
7. **Leadership:** Inspires, motivates and provides example to others in pursuit of excellence. Steadfast in pursuit of achievement and passionate in commitment to responsibilities and unequivocal purpose.
8. **Influence Strategy Acumen:** Ability to affect the beliefs prejudices and "buy in" of colleagues and target constituencies in order to gain consensus or demonstrable support for the plan or program.

- 9. Organizational Awareness: Ability to recognize the talents and elicit investment of employees toward greater performance capacity. Recognizes aptitude and opportunity matches promoting the continued professional development of employees.
- 10. Confidentiality: The VPD must ensure and practice strict confidentiality of all matters that the VPD and Division staff comes into contact with, except as expressly publishable in carrying out the specific responsibilities of the job(s).

**PREREQUISTE QUALIFICATIONS:**

Baccalaureate degree in Marketing or Business and a minimum of 10 years' experience in an educational fund raising environment in higher education or other non-profit organization with a record of success in major gift fundraising including planned giving. A minimum of 5-7 years' experience as an upper level manager in a development office with proven effectiveness in managing staff and volunteers. Proven success with major individual gift giving experience. Familiarity with New England and New York area philanthropic community. Ability to travel as necessary.

**PREFERRED QUALIFICATIONS:**

Master's degree in a related field preferred. Higher education experience in a private university is preferred.

*At the University's discretion, the education and experience prerequisites may be excepted where the candidate can demonstrate, to the satisfaction of the university, an equivalent combination of education and experience specifically preparing the candidate for success in the position.*

**HUMAN RESOURCES USE**

**Vice President for Development**

FLSA Classification: Exempt  
 Labor Classification: Non-aligned  
 Position Category: Executive  
 Salary Classification: 2

Prepared by: Joyce Maynard Title: Manager, Compensation and Benefits	Date: 1-5-2009
Position Description Approval: <b>Signature of Division Executive:</b> _____	Date:

**All authorized position descriptions require the approval of Human Resources.**

<b>Signature:</b> _____ <b>Human Resources Representative:</b>	Date:
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