



## Chief Advancement Officer/Executive Director of Institutional Advancement Institutional Advancement

IA/1

### **JOB SUMMARY**

This position is responsible for directing the college's enrollment and institutional advancement functions.

### **MAJOR DUTIES**

- Develops, implements, and manages comprehensive enrollment and institutional advancement plans.
- Establishes partnerships and relationships with corporations, businesses, individuals within the communities served by the college, and other internal and external stakeholders.
- Provides strategic direction and leadership in the internal and external communication, marketing and branding of the college.
- Provides strategic direction and leadership for the college's fundraising, alumni programming, and constituent relations functions.
- Develops, implements, and administers an integrated marketing program.
- Directs the operations of the college television station.
- Ensures compliance with University System of Georgia Board of Regents policies and procedures, Southern Association of Colleges and Schools requirements, and program-level policies and practices.
- Develops and recommends annual budget requests to support advancement goals and objectives; allocates and monitors spending.
- Advises the President and cabinet on institutional advancement matters; participates in the development and implementation of strategic long-term plans.
- Represents the college at community events.
- Trains, assigns, directs, supervises, evaluates and disciplines the work of assigned staff.
- Performs related duties as assigned.

### **KNOWLEDGE REQUIRED BY THE POSITION**

- Knowledge of institutional advancement principles and practices.
- Knowledge of philanthropy and fundraising practices, professional ethics, and gift reporting standards.
- Knowledge of marketing, public relations and branding.
- Knowledge of college human resources policies and procedures.
- Knowledge of strategic planning and budget management principles.
- Skill in the delegation of responsibility and authority.
- Skill in collaborating with multiple constituents.
- Skill in the operation of computers and job related software programs.
- Skill in decision making and problem solving.
- Skill in interpersonal relations and in dealing with the public.
- Skill in oral and written communication.

### **SUPERVISORY CONTROLS**

The Vice President for Fiscal Affairs assigns work in terms of department goals and objectives. The supervisor reviews work through conferences, reports, and observation of department activities.

## **GUIDELINES**

Guidelines include college policies and procedures, University System of Georgia policies and procedures, SACS accreditation standards and requirements, IRS laws, and CASE gift reporting standards. These guidelines require judgment, selection and interpretation in application.

## **COMPLEXITY/SCOPE OF WORK**

- The work consists of varied management duties. Varied constituencies contribute to the complexity of the position.
- The purpose of this position is to direct the institutional advancement functions of Darton State College. Success in this position contributes to the success of all college operations.

## **CONTACTS**

- Contacts are typically with co-workers, other college personnel, faculty, staff, students, elected and appointed officials, representatives of other colleges and universities, alumni, business and community leaders, representatives of the Board of Regents, bankers, attorneys, accountants, members of the news media, and members of the general public.
- Contacts are typically to give or exchange information, to resolve problems, to motivate or influence persons, or to justify, defend or settle matters.

## **PHYSICAL DEMANDS/ WORK ENVIRONMENT**

- The work is typically performed while sitting at a desk or table or while intermittently sitting, standing or stooping.
- The work is typically performed in an office.

## **SUPERVISORY AND MANAGEMENT RESPONSIBILITY**

This position has direct supervision over Regional Enrollment Counselor (1), Television Operations Station Manager (1), Social Media Coordinator and Broadcast Journalism Program Coordinator (1), Alumni Development and Advancement Coordinator (1), Public Relations and Marketing Coordinator (1), Creative Services Coordinator (1), Graphic Designer (1) and Administrative Assistant (1).

## **MINIMUM QUALIFICATIONS**

- Knowledge and level of competency commonly associated with the completion of a master's degree in a course of study related to the occupational field.
- Experience sufficient to thoroughly understand the diverse objectives and functions of the subunits in the division/department in order to direct and coordinate work within the division/department, usually interpreted to require three to five years of related experience.