

**FLORIDA STATE COLLEGE AT JACKSONVILLE  
JOB DESCRIPTION, 2023**

**VICE PRESIDENT FOR INSTITUTIONAL ADVANCEMENT AND  
EXECUTIVE DIRECTOR OF THE FOUNDATION**

**FLSA STATUS: EXEMPT – PAY GRADE: NA - A**

**JOB FAMILY: ADVANCEMENT    JOB FUNCTION: FUND DEVELOPMENT**

**GENERAL STATEMENT OF JOB**

The Vice President for Institutional Advancement/Executive Director of the Foundation reports directly to the President, and has overall strategic, operational, and supervisory responsibility for all areas within the Foundation. This position is a member of the Executive Leadership Team (ELT) and also works closely with the Foundation Board Chair, Foundation Committees, and all Foundation Board members. This leader will work with Foundation and ELT members to plan and execute resource development strategies, and monitors progress towards achieving annual and comprehensive campaign fundraising goals. The VPIA/ED initiates positioning the College and the Foundation to identify, cultivate, solicit, and steward major gifts/grants from individuals, corporations, foundations, and organizations; promotes alumni engagement; and administers direct mail and communication strategies via various methods for continuous outreach. This leader carries a portfolio of 50+ major gift prospects, oversees the Foundation administration, and organizes and plans events congruent with the mission of the FSCJ Foundation.

**CHARACTERISTIC DUTIES AND RESPONSIBILITIES**

Crafts a vision, implementation strategies, and performance measures attendant to a comprehensive advancement program and annual fundraising goals. Ensures proper metrics are in place to evaluate FSCJ development activities and Foundation staff, and identifies opportunities to improve results.

Works closely with the FSCJ President, Foundation Board Chair, and the Foundation Board in the effective operation of all fundraising/development/alumni/marketing activities per annual and long-term goals.

Leads, creates, and executes an advancement strategy aligned with the College's strategic plan and includes various fundraising projects/initiatives for annual, major, planned, and endowment gifts, corporate and foundation relations, special events, marketing, alumni engagement, and strategic partnership development.

Develops coordinated fund-raising program with the College's Artist Series to incorporate its audience and donor base.

Oversees day to day planning and implementation of a campaign currently in the Quiet Phase.

Works closely with the College President, Development Committee Members, the College Leadership Team, College Board of Trustees, Foundation Board Members, and key stakeholders to assist with "leadership gift" prospecting, cultivation, and solicitation for single and multi-year resource development, including early stages of the campaign. Educates Foundation board on all aspects of philanthropy and non-gift revenue opportunities.

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Leads, develops, trains, and implements prospect management systems; researches and analyzes current and prospective individual, corporate, foundation, and governmental agency donors and recommends solicitation strategies for donor identification, qualification, cultivation, solicitation, stewardship, and recognition.

Plans and executes events that identify new prospective donors, educate and inspire donors, and bring in gift income. Develops, executes, and maintains a project management plan for each major initiative. Manages development-related budgets, event costs, vendors, and vendor contracts, etc. as appropriate.

Coordinates the Foundation board committees. Serves as liaison to the Foundation's Development Committee and is responsible for facilitating its activities and compliance with the Foundation's governing rules and applicable F.S. Statutes.

Participates in the development, implementation, and monitoring of the annual budget, controlling expenditures within budget, and maintaining donor and financial records in accordance with FASB/GASB and UPMIFA standards.

Develops, maintains, and ensures compliance with advancement-related and stewardship policies and procedures; oversees donor and gift records, reporting, and prospect research and management; gift acknowledgement; and other advancement services activities. Works closely with the Foundation Support Manager to ensure the fidelity of constituent information and call reports, timely distribution of gift acknowledgements and donor reports, and periodic performance reporting.

Supports the College and FSCJ Foundation board in developing and defining their fundraising responsibilities. Collaborates with the heads of other departments within the College to promote awareness and encourage partnerships in the fundraising effort.

Promotes a culture of transparency and trustworthiness within the Foundation, including regular, clear communication with the Foundation board of directors, President, College Trustees, staff and donors.

Engages with the Foundation board in the identification and recruitment of high-capacity potential board members. Develops and conducts annual one-on-one new board member orientations.

Develops strategic alliances and collaborative partnerships with organizations, funders, with community leaders, and local officials. Represents the College and the Foundation at community events including membership in one or two influential civic groups.

Ensures design, development, and dissemination of promotional materials for public relations, marketing of the College, fundraising, alumni, and education of the public including press releases.

Performs duties supporting the creation and maintenance of financial resources for students in need.

Performs other related duties, as required.

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### **SUPERVISION RECEIVED**

Supervision is received from the College President.

### **SUPERVISION EXERCISED**

Supervision is exercised over assigned staff.

### **MINIMUM QUALIFICATIONS**

Bachelor's degree from an accredited college or university, supplemented by seven (7) years of progressively responsible fundraising experience. Experience organizing, coordinating, and managing fundraising operations, campaigns, alumni activities, and marketing efforts; working collaboratively with boards, peers at the executive team level, donors, and the community at large; managing budgets, reviewing financial data, and presenting financial concepts effectively to different constituents inside and outside of the College. Demonstrated major gifts results at the five-, six- and seven-figure levels.

### **PREFERRED QUALIFICATIONS**

Master's Degree preferred, from an accredited college or university, supplemented by three (3) years of upper nonprofit management leadership experience in higher education.

### **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

**Physical Requirements:** Must be physically able to operate a variety of equipment including computers. Involves some physical effort, such as standing and walking, or frequent light lifting (5-10 pounds); or minimal dexterity in the use of fingers, limbs, or body in the operation of shop or office equipment. Task may involve extended periods of time at a keyboard.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to or divergent from obvious standards) of data, people or things.

**Interpersonal Communication:** Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving instructions, assignments and/or directions.

**Language Ability:** Requires the ability to read a variety of correspondence, reports, forms, brochures, lists, etc. Requires the ability to prepare correspondence, reports, forms, requisitions, etc., using prescribed format. Requires the ability to communicate effectively in standard English. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

**Intelligence:** Requires the ability to apply rational systems to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished in written, oral, diagrammatic, or schedule form; to acquire knowledge of topics related to occupation.

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**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively with subordinates, staff, students, co-workers and supervisors. Must be able to communicate effectively using accounting terminology.

**Numerical Aptitude:** Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; to determine decimals and percentages; and to utilize descriptive statistics and college algebra.

**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width, shape and visually read various information.

**Motor Coordination:** Requires the ability to coordinate hands and eyes rapidly and accurately in operating modern office equipment and machinery.

**Manual Dexterity:** Requires the ability to handle a variety of office machines, etc. Must have minimal levels of eye/hand/foot coordination.

**Color Discrimination:** Requires the ability to differentiate between colors and shades of color.

**Interpersonal Temperament:** Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress.

**Physical Communication:** Requires the ability to talk and hear: (Talking: expressing or exchanging ideas by means of spoken words. Hearing: perceiving nature of sounds by ear). Must be able to communicate via telephone.

**Environmental Requirements:** Tasks are regularly performed without exposure to adverse environmental conditions.

**Effective:** 7/13/23

**Revised:** 8/21/24