

## Agnes Scott College

### Job Description

**Title:** Vice President for College Advancement

**Office:** Office of College Advancement

**Reports to:** President of the College

**Work Period:** 12-month

**BLS/SOC #:** 11-2033

**Hours:** Full-time

**Overtime:** Exempt

**Date Prepared:** February 15, 2024

**Job Grade:** N/A

**General Summary:** Leads the college's advancement initiatives by providing strategic direction for and oversight of the functional areas of development, partnerships and external relations, alumnae relations, and communications and marketing. Reports to the president of the college and works with internal and external constituencies in the planning and administration of a comprehensive program for fundraising, partnership development and marketing compatible with the mission and strategic plan of the college.

Diversity is a core value at Agnes Scott. We are passionate about building and sustaining an inclusive and equitable working and learning environment for all students, staff, and faculty. We believe that an organizational culture of diversity, inclusion and belonging among Agnes Scott staff and faculty ensures we are best able to provide an equitable, inclusive and diverse learning environment where all our students feel that they belong.

### ESSENTIAL JOB FUNCTIONS:

#### College Advancement

- Represents the interests of the college externally and serves as an ambassador for Agnes Scott
- Develops and leads a robust external relations strategy with an eye toward positioning the college for long-term success

#### Development and Revenue Generation

- Serves as principal architect in the development of a plan for fundraising that will grow the philanthropic base and position Agnes Scott for transformational gifts
- In collaboration with the college's leadership team, sets priorities and goals for fundraising
- Plans and executes the college's fundraising campaigns including periodic comprehensive fundraising campaigns
- Provides leadership and empowerment to members of the Board of Trustees to serve as solicitors
- Oversees a robust program of annual giving to support the college's operating budget

#### Partnership Development

- Building on work currently underway, leads and oversees a partner engagement strategy focused on engaging partners from the corporate sector to support the college in achieving the goals of the college's strategic plan

#### Alumnae Relations

- Oversees a comprehensive alumnae engagement program through which alumnae are encouraged to engage with the college and each other, to mentor students in their pursuit of professional success, and to support the college financially

#### Communications & Marketing

- Manages the college's brand and leads efforts to raise Agnes Scott College's visibility and ensure its image, reputation and influence reflect the college of today
- Helps to create and supports the president's communication strategy including social media, constituent communication, panel preparation and speech writing
- Oversees the development and implementation of an annual marketing plan
- Develops and executes a comprehensive communications strategy for all internal and external constituencies of the college
- Oversees the college's website and all digital and print communications

#### Management

- Manages a team of advancement professionals with specific targets for success
- Develops the operating budget for the division and operates within the approved budget
- Establishes strong operational systems and processes to meet the goals of the division and the college and ensures compliance with internal control systems
- Recommends and implements policies relevant to college advancement
- Serves as a member of the president's cabinet, advises the president on matters relating to advancement

**REQUIREMENTS**

**EDUCATION:** Bachelors degree or higher

**EXPERIENCE:** 10+ years of professional experience in positions of increasing responsibility

**KNOWLEDGE/SKILLS/ABILITIES:**

- Energy, creativity, an entrepreneurial spirit and proven experience in providing leadership, strategic vision and goal achievement to the advancement function in a team-oriented environment
- A strategic thinker with a willingness and ability to contribute to the accomplishment of the goals and mission of the college.
- An extensive background in fundraising in higher education and/or a not-for-profit environment with an understanding of the complexities and nuances of successful fundraising
- Ability to communicate effectively, both verbally and in writing
- Ability to develop and nurture effective working relationships with a wide range of college constituents
- Demonstrated ability to lead and manage a large, diverse staff
- Demonstrated commitment to the values of belonging, justice, equity, diversity and inclusion
- A strong commitment to and enthusiasm for the mission of a diverse liberal arts college dedicated to the education of women of every identity

**PHYSICAL DEMANDS**

Intermittent sitting, standing, stooping, crouching, walking, and occasional moving of light objects. Work is performed in an office.

**DISCLAIMER**

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to this job. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

Review/Approvals

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Employee signature

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Date

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Director or Manager signature

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Date

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Vice President or Dean signature

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Date

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Reviewed by People and Culture signature

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Date