

**VICE PRESIDENT, INSTITUTIONAL ADVANCEMENT**

| **Reports to:** | | Superintendent/President | |  | |  | |
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| **Dept:** | Office of the Superintendent/President | |  | |  | |
| **FLSA:** | Exempt | | **EEO:** | | Executive/Administrative/Managerial | |

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed by individual positions.*

### BASIC FUNCTION:

Under the direction and supervision of the Superintendent/President, serves as a member of the senior leadership team to build visibility, resources and relationships for the District. Responsible for the overall leadership and performance of a comprehensive advancement program for the District directing the areas of Public and Governmental Relations, Marketing and Communications; Development and Alumni Relations; Grants; and Special Events. Empowers and directs an effective cohesive team that sets and fulfills clear, ambitious and achievable goals. Formulates policies and programs that grow the financial and human investment in the District to further enhance the culture of philanthropy. Oversees the continued implementation of a cohesive communications, government relations, marketing, and branding strategy for the District in all forms of media for the purpose of broadening the visibility, reputation, and utilization of the District and its resources to external constituencies. Serves as the primary liaison with the MiraCosta College Foundation and has the primary administrative and fundraising relationship with its Foundation Board of Directors.

The Vice President of Institutional Advancement shares diversity, equity, and inclusion leadership responsibilities with other campus leaders.

### ESSENTIAL DUTIES & RESPONSIBILITIES:

*The duties listed below are intended only as illustrations of the various types of work that may be performed. 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 this class.*

1. Provides diversity, equity, and inclusion leadership in institutional advancement; external relations; staff achievement and success; leadership development, nondiscrimination, strategic planning and accountability.
2. Serve as a member of the superintendent/president’s leadership team, setting and carrying out strategic initiatives, policy and procedures, goals and objectives, and budget and resource planning for the department and Foundation. Advise senior leadership team on issues and strategies related to District Advancement.
3. Maintain effective relationships with deans, directors, faculty, students, and other employees as well as the many external constituencies to advance the strategic priorities and initiatives of the District.
4. Participate in planning and training activities both on and off campus as they relate to District activities. This includes community events, meetings, boards, committees and other outreach efforts.
5. Hire, guide and evaluate professional and administrative staff, oversee accountability and professional development to ensure a dynamic, entrepreneurial, goal-oriented department.
6. Develop and submit annual budgets for the department and participate in responsible fiscal planning and budgeting.
7. As the principal liaison to the Foundation Board of Directors, manage board committee work and board meeting agendas. Support board members and other leading volunteers in advancement activities, managing the engagement of prospects for District priorities.
8. Support the superintendent/president in advancement activities, managing engagement of prospects for major District priorities, providing research, and conferring on strategies.
9. Actively manage own portfolio on prospects throughout the fundraising process.
10. Advance the culture of philanthropy internal and external to the District, serving as a college advocate in the community and building relationships that closely link the community with the college.
11. Oversee the development and effective execution of a comprehensive consistent public and government relations, marketing and communications program to internal and external constituencies to meet goals for targeted and general populations using various media platforms.
12. Monitor and report on national and state legislation affecting community colleges. Supervise strategies to advance District initiatives to legislators, elected officials, officers and staff of other governmental and community agencies, and other internal and external constituencies.
13. In coordination with Academic Information Services, oversee the development and maintenance of the Foundation and district’s public websites in the areas of usability, aesthetic, interaction design and information architecture.

### OTHER DUTIES:

1. Coordinate the grants program including working with deans, faculty and staff to identify grant resources appropriate to meet college needs.
2. Cultivate relationships and effectively advocate District interests with local, state, and federal elected and appointed government officials and the California Community Colleges Chancellor’s Office.
3. Facilitate District involvement in regional and statewide organizations and coalitions focused on legislation, economic development and communications/marketing.
4. Perform related duties as assigned.

### KNOWLEDGE AND ABILITIES:

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Principles and techniques of establishing and maintaining good public, community and media relations.

Principles of marketing strategies and techniques.

Principles and techniques of governmental relations.

Legislative processes at the local, state and national levels.

State Education Code, the California Public Records Act and other applicable federal and state laws and regulations.

Principles and techniques of crisis communications.

Basic research methods.

Budgeting methods and practices.

Financial and statistical record keeping techniques.

Principles and practices of supervision and training.

Interpersonal skills using tact, patience and courtesy.

Oral and written communications skills including correct English usage, grammar, spelling, punctuation and vocabulary.

District organization, operations, policies and objectives.

Modern office practices, procedures and equipment.

Commitment to a comprehensive, student-oriented environment that facilitates learning and student development.

Computer applications, including Contribute and Adobe Creative Suite.

ABILITY TO:

Read, interpret, apply, and explain rules, regulations, policies, and procedures including appropriate sections of State Education Code and other applicable laws and regulations.

Assure strict adherence to state and federal regulations regarding donor and gift administration policies.

Plan, organize and implement an effective marketing and communications program for the College.

Communicate effectively both orally and in writing with the media and others.

Establish and maintain cooperative and effective working relationships with students, faculty, staff, representatives of the media, local agencies and organizations, vendors and the general public.

Supervise, train and evaluate department staff.

Analyze situations accurately and adopt an effective course of action.

Work independently with little direction.

Write and edit clear, concise, accurate and effective materials for public distribution.

Meet schedules and deadlines.

Work confidentially with discretion.

Develop and control budget.

Understand and follow oral and written directions.

Interpret and prepare complex financial reports.

Give effective oral presentations in both public and private sectors.

Operate a variety of office equipment including a computer terminal.

Maintain records.

Operate a vehicle, observing legal and defensive driving practices.

Demonstrate sensitivity to and understanding of diverse academic, socioeconomic, cultural, ethnic, and disability issues.

### EDUCATION AND EXPERIENCE:

Graduation from an accredited four-year college or university with a bachelor’s degree, and at least five years of experience in one or more of the following: institutional advancement, fundraising, or communications and marketing, including two years of supervisory experience. Master’s degree is preferred.

### LICENSES AND OTHER REQUIREMENTS:

A valid California driver’s license and the ability to maintain insurability under the district’s vehicle insurance program.

**WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:**

Director of Public and Governmental Relations, Marketing, and Communications; Associate Director of Development; Development Officer; Foundation Specialist; Grants Specialist.

**CONTACTS:**

Governing Board members; national, state and local elected officials; administrators, faculty; staff; students; Foundation Board members; grant agencies; private employers; foundation/community supporters; vendors; reporters; and the general public.

**PHYSICAL EFFORT:**

*The physical efforts described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Primarily sedentary with intermittent standing, walking, bending and stooping; occasional light lifting and carrying of objects weighing up to 25 pounds; ability to travel to various locations on and off campus as needed to conduct district business.

**EMOTIONAL EFFORT:**

Ability to develop and maintain effective working relationships involving interactions and com­munications personally, by phone and in writing with a variety of individuals and/or groups from diverse backgrounds on a regular, ongoing basis; ability to work effectively under pressure on a variety of tasks concurrently while meeting established deadlines and changing priorities.

**WORKING CONDITIONS:**

Primarily business office environment; subject to frequent public contact and inter­ruption; inter­mittent exposure to individuals acting in a disagreeable fashion; may work at any district location or authorized facility with occasional evenings and/or week­ends on an as-needed basis. Occa­sional local travel may be requested.