



Vice President for Institutional Advancement **Bethune-Cookman University**

JOB SUMMARY:

The Vice President for Institutional Advancement at Bethune-Cookman University is responsible for maintaining, enhancing and expanding a program of diverse contacts with the university's many constituencies in order to:

- Serve as an informed advocate of the institution in terms of its strategic direction, mission, goals, objectives and programs;
- Increase the level of individual, corporate, organizations, and foundations financial support provided to the University; and
- Provide a program of information and communications that strengthens relationships with donors and friends of the University.

ESSENTIAL FUNCTIONS:

The Vice President for Institutional Advancement serves as a member of the President's Cabinet and reports directly and regularly to the President in the coordination of all activities related to fundraising, constituent/donor relations and services, communications, and marketing. The Vice President for Institutional Advancement provides staff support to the Institutional Advancement Committee of the Bethune-Cookman University Board of Trustees.

EDUCATION and EXPERIENCE:

The Vice President for Institutional Advancement will possess a master's degree and solid management skills and administrative abilities, including concurrent coordination and delegation of multiple projects and a proven track record in prospect identification and cultivation, as well as in the solicitation of major gift prospects. The Vice President will also have a collaborative work style, a strong work ethic, excellent interpersonal skills, and a documented ability to motivate and mentor subordinate staff members. He/she will be a strategic thinker and will bring to this position excellent written and verbal communication skills.

Demonstrated professional qualifications required for success in this position:

- Be committed to the value and role of liberal arts education
- Have seven to ten years of progressively responsible experience in the management of a comprehensive external relations program
- Ability to develop and manage, annually, a portfolio of 200-250 gift prospects
- Provide direct support to the President in the management of his/her portfolio of major gift prospects
- Supervise fundraising staff in their management of 100-200 prospective donors;
- Attend to matters of detail, deadlines and timeliness
- Undertake a rigorous travel schedule
- Maintain the level of his/her own professional development so as to remain contemporary in his/her approach to this position

These required professional qualifications will enable the Vice President for Institutional Advancement to provide oversight, integration, supervision and motivation for a multifaceted and comprehensive organization whose goal is to advance the mission of Bethune-Cookman University, including:

- Capital and Major Gifts
- Campaign and Annual Giving Programs
- Alumni Relations
- Foundation, Corporate and Government Relations, United Methodist Church and other organizations
- Proposal Development
- Public Relations, Print and Electronic Communications, Marketing and Special Events
- Estate and Planned Giving
- Prospect Research
- Gift administration and database management
- Stewardship and Donor Relations
- Coordination of Volunteers

REQUIREMENTS:

The Vice President for Institutional Advancement will possess significant and demonstrated personal qualities:

- Leadership in terms of a proven ability to work effectively and tactfully with diverse external constituencies
- Leadership in terms of a proven ability to unify and motivate staff to a common purpose
- Ability to work in a collaborative manner with faculty and staff in order to advance the institution
- Personal energy, creativity and a collegial nature

ENVIRONMENTAL/PHYSICAL CONDITIONS:

- Working environment is normal business office setting.
- Extensive travel, on a national basis, is required, as well as occasional evening and weekend work.

Please forward applicant information, along with three letters of reference and transcripts to:

Mrs. Cynthia J. Hawkins, Director
Human Resources Management
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