



Connecticut State
Colleges & Universities

Connecticut State Community College
Job Description
Associate Dean of Institutional Advancement

Classification:
Manager 2

Approved: 2/16/22
FLSA: Exempt

Job Summary:

The Campus Associate Dean of Institutional Advancement is responsible for designing and implementing comprehensive institutional advancement programs toward the goal of significantly increasing constituent involvement and fundraising outcomes. The advancement function includes responsibility for corporate and foundation relations, community and public relations, events management, grant development and administration, alumni and constituent relations efforts, stewardship, and advancement services. The Campus Associate Dean of Institutional Advancement may advise and provide support in matters related to the annual fund, major gifts and gift planning, endowment, and capital campaigns, and include the foundation in the college's marketing, branding and other communications strategies to the extent that they are relevant to the foundation's mission of supporting the college. In addition to leading the advancement office, the Campus Associate Dean of Institutional Advancement is the campus's primary liaison to the campus foundation and coordinates the mutual support required for the campus's and foundation's success.

Supervision Received:

This position reports directly to the Campus Chief Executive Officer.

Supervision Exercised:

The Associate Dean of Institutional Advancement may supervise staff at the campus; including directors, coordinators, and administrative support staff.

Essential Duties:

- Advance the mission, vision, and short and long-term goals of the college working closely in concert with the campus CEO, senior administrative colleagues, and foundation board of directors to ensure that the priorities of the foundation align with the strategic and operational needs of the college, with an emphasis on student retention and success. Within the community, enhance awareness of the college so that the service area views the college as a viable source of investment and support.
- Provide leadership and counsel to multiple constituent groups including but not limited to - CEO, CEO's Cabinet and the Foundation.
- Establish and implement strategic alliances and partnerships with business, corporate and social agencies. Develop and implement a process for identifying, cultivating, soliciting and recognizing individuals, corporations, nonprofit foundations, state and federal government departments.
- Lead community and public relations activities on the campus.
- Advise and support the foundation in securing major and planned gifts, as well as enhanced annual gifts by developing advancement plans, programs and projects.
- Contribute to campus and foundation strategic plans and priorities to support and strengthen the financial resources available to the campus.
- Advise and collaborate with the foundation in creating and executing fundraising plans that use best practices for institutionally related foundations in annual, major, planned gift programs, grant submissions and event programming to meet fundraising goals.
- Motivate and guide advancement team toward accountable, goal-oriented outcomes.
- Provide senior leadership support for media relations and internal communications. Devise and implement effective internal and external strategic messaging plans and methods of advancement communication,

promotion and marketing in concert with college's marketing and public relations functions, including the establishment of an active digital, print, radio/TV and press presence, as well as integrated marketing and communication materials.

- Develop, in collaboration with college's marketing and public relations, a campus branding strategy and integrate the branding strategy across all institutional communications.
- Be active and involved in the advancement profession, on local, regional, state and national levels.
- Perform all other duties as assigned by the Chief Executive Officer.

Qualifications

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong Information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.) Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Bachelor's degree, preferably in a related field.
- A minimum of five years of experience as a senior-level advancement professional, preferably in higher education or similar complex environment.
- A record of leadership and accomplishment in advancement with a proven track record of collaborating with foundations in fundraising success and increasing responsibilities, especially with campaign planning/execution and in major gift solicitations in a goal-oriented environment.
- Documented successful solicitation of numerous major and principal gifts and a history of building advancement programs and fundraising performance.
- Experience working with/within an institutionally related foundation and a volunteer board of directors.
- History of enhancing an organization's culture of philanthropy and maintaining cooperative working relationships with administrators, faculty, staff, students and alumni.
- Exemplary interpersonal skills.
- Demonstrated development of comprehensive and inter-related strategic and operational plans for multiple business units; for example, advancement office, institutionally related foundation, and college/university.
- Experience with complex financial policies, demonstrated successful implementation of them, and monitoring to ensure accurate completion and submission of all regulatory requirements. Examples may include disbursements, IRS filings, financial statements, audits and investment reports. Experience with maintaining working relationships with financial consultants, including accountants, auditors, banks and investment advisers.
- Ability to develop annual plans and budgets for multiple, substantial, inter-related constituent units and to work within those budgets.
- History of serving as an organization's representative in the community and building strategic relationships with local and state government leaders, community groups, business and corporate partners and grantors.
- Comprehensive understanding of advancement and foundation operations, and the policy, functions and procedures necessary for these areas to be successful.
- Experience supervising staff, and managing and delegating workloads, as well as running an effective team, preferably within a collective-bargaining environment.
- Demonstrated commitment to lifelong learning and professional growth.

Work Environment

The Campus Associate Dean will be required to travel to the campus and other sites within the CT State Community College, including the College Central office. The position requires the ability to drive or to arrange for alternative transportation. Reasonable accommodation will be made for physical limitations.