

## DIRECTOR OF ADVANCEMENT \*

### **Function of Job:**

Under administrative review of the President or designated Principal Administrator, to be responsible for developing, directing and implementing a comprehensive advancement program among alumni, parents, individuals, corporations, foundations and government agencies to advance the College's mission/programs through on-going communication, strategic planning, programming and fund raising.

### **Characteristic Duties and Responsibilities:**

1. Contribute to the vision and strategic plan of the College through preparation of a development plan approved by the President and the Board of Trustees.
2. Work closely with the President to plan and coordinate all donor, corporate and foundation contacts.
3. Ensure appropriate involvement of the faculty, students, alumni and local community in preparation of development plans and of fund raising objectives of the College.
4. Be responsible for successful implementation of alumni programs and grant solicitation activities that advance the College's strategic planning objectives.
5. Work with the Principal Administrators, faculty and staff to explore institutional, departmental, and research projects/activities for which external support could be obtained.
6. Coordinate and implement all College fund-raising plans including Annual Funds, Capital Campaigns, Focused-Campaigns, Deferred Giving and Special Projects.
7. Supervise recording, depositing and acknowledging of gifts.
8. Identify, cultivate and solicit individuals, corporations, foundations and public agencies for annual gifts and specific grant/capital project support.
9. Counsel and advise on all aspects of endowments and other deferred gifts, giving consideration to applicable federal and state taxation laws.
10. Serve as campus liaison with the College's Endowment Association and other support groups for the purpose of coordinating fund-raising activities.
11. Supervise, motivate, evaluate and assign work to the office PAT and Support staffs.
12. Recruit volunteers to work on advancement activities.
13. Represent the College at fund-raising events both on and off campus.
14. Perform related duties as assigned.

### **Minimum Acceptable Qualifications:**

1. Master's degree, with three years of experience, or Bachelor's degree with five years of related experience as stated below.
2. A minimum of three years of fund-raising experience or combination of fund-raising and marketing experience with demonstrated ability in direct and annual giving and planned gift programs.
3. Understanding of higher education strategic planning and institutional advancement issues at a public college.
4. Thorough knowledge of applicable federal and state laws.
5. Excellent public relations and interpersonal skills .

6. Supervisory ability.
7. Familiarity with computerized data processing.

**Additional Desirable Qualifications:**

1. Experience in estate planning.
2. Knowledge of fund-raising prospects in the New England region.
3. Additional experience beyond minimum.

2/23/90  
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System Approval

2/23/90  
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Effective Date

**This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.**

\* Revised - Original approved 9/16/83 as "Director - Development and Alumni Affairs".