

# The Evergreen State College

## Position Description

Date: September 2007  
Position title: Vice President for College Advancement  
& Executive Director of the Evergreen Foundation  
Position #: 1148  
Incumbent: Lee Hoemann  
Reports To: President

**Position Purpose:** Senior administrative officer responsible for strategic direction, vision and management of the College's overall institutional advancement efforts development (annual fund, deferred giving, grants, corporate and foundation relations, research and prospect management), Alumni Relations and Marketing, Communications and College Relations (media and community relations, web, college marketing and communications). The Vice President is also the Executive Director of the college Foundation, working with the Foundation governing Board, and providing leadership and expertise on issues related to foundation operations, board development, strategic planning, grants and fundraising.

### Dimensions:

Number of Staff: 22  
Annual Operating Budget: \$2,183,586  
Annual Foundation Budget: \$2,067,244

### Essential Functions:

*Organizational Fit* – The position is an exempt position that reports to and serves at the discretion of the President. The Vice President for College Advancement is a member of the senior management team along with the Vice President for Academic Affairs and Provost, the Vice President for Finance and Administration, the Vice President for Student Affairs.

*Organizational Role* – The position fulfills three primary roles: to lead and administer the division of College Advancement; to serve as a member of the President's management team helping to formulate college-wide strategic directions; and to serve as the Executive Director of the Evergreen Foundation, working with the Foundation Governing Board to raise funds, cultivate friendships and effectively manage the investment portfolio of the foundation.

The Vice President will lead the College Advancement division through solid management of the development, public relations/marketing and alumni relations staff. The Vice President supervises a team of 22 staff, which includes a director of development, senior operations officer, director of alumni relations, executive director of marketing, communications and college relations, administrative assistant and associated administrative and technical support staff along with students and temporary staff as needed to fulfill the functions of the division.

The Vice President works closely with the President in providing stewardship of major donors. The Vice President serves as a personal resource to the President by studying and evaluating issues affecting the college and its fundraising and community outreach operations and recommends solutions, policies and plans addressing the issues. Oversees the University's comprehensive, integrated marketing/communications efforts to enhance the College's image.

The Vice President collaborates with the Vice President for Academic Affairs and Provost, Vice President for Student Affairs, Vice President for Finance and Administration, and other college administrators to assure appropriate services that meet the college's academic, development, and student affairs objectives.

The Vice President has full management responsibility for the college's development, public relations/marketing, fundraising, and alumni relations operations; this includes: directing and guiding staff in establishing goals, budgets, programs and administrative procedures. The Vice President receives general guidance from the President's Office, the Board of Trustees and the Foundation Board of Governors; appropriate federal and Washington state laws and regulations, and the college's adopted policies and procedures.

**Professional staff reporting to the Vice President performs the following functions:**

- Implement a college-wide marketing communications program focusing on consistent messages and identity, public affairs, publications, advertising, and web online communications.
- Plan, manage, and carry out alumni and donor relations programs that cultivate and steward constituencies of the college.
- Develop and implement a comprehensive and high quality program to secure recurring annual gifts from alumni, parents and friends.
- Establish and maintain a comprehensive program of identification, cultivation, solicitation and stewardship of corporate and foundation funding prospects.
- Develop and coordinate funding proposals involving participation by faculty, directors, and other senior administrators.
- Provide support for the computer applications and databases used in college advancement fundraising and alumni relations.

**Essential Accountabilities:**

- Serve as the Executive Director of the College's Foundation Board of Governor's providing executive level leadership, development and support of the Foundation Board.
- Develop and maintain strong collaborative relationships with the faculty, staff, students and alumnus that both address the college's need for private dollars and engage a broad segment of the college in active participation and ownership of fundraising.
- Serve as an articulate spokesman for the unique and compelling nature of the Evergreen educational program.
- Contribute to the effective management of the college as a member of the President's management team, working collaboratively with academic and administrative policymakers.
- Develop appropriate support goals for the college's educational programs by directing the development and implementation of the college's fundraising, public relations/marketing and alumni relations programs.

- Develop and implement strategic fundraising programs, including the annual fund, corporate and foundation relations, events, and major gifts.
- Assure the efficient, effective and economic operations of the division of College Advancement by selecting and developing staff, by evaluating their performance, by providing guidance and direction to them.
- Working with the Vice President for Finance and Administration assure effective and sound management of Foundation resources including annual operations budgets and endowments.
- Represent the college and the division of College Advancement in state, local and community organizations and in appropriate professional associations.
- Travel frequently and work non-standard hours, including evenings and weekends.

**Additional Responsibilities:** Other duties as assigned by the President.

**Minimum Qualifications:**

- A bachelor's degree and a minimum of five years managing a multifaceted development division.
- The successful candidate:
  - can articulate their success in fundraising and working with volunteers, including fundraising boards
  - can articulate their success working with culturally diverse communities/ organizations

**Preferred Qualifications:**

- Experience in development within a higher education institution.
- Success in developing relationships with the campus community including faculty, staff and students.
- An advanced degree.
- Experience and knowledge of major/planned giving techniques and models.
- Experience managing a capital campaign.

**Knowledge, Skills and Abilities:**

- Ability to work in a collaborative, consensus-driven decision-making environment.
- Understanding of the role of human, fiscal and technological resources in implementing, effective development programs.
- Understanding of the components of developing and maintaining institutional image programs that communicate effectively to diverse communities and the ability to think strategically about how they contribute to public relations, marketing and fundraising objectives.
- Excellent public presentation, interpersonal and written communication skills.
- Ability to manage complex multi-source budget.
- Understanding of personnel procedures and requirements.
- Understanding of specific legal requirements for development operations including IRS rules, state investment requirements, and general management practices related to fundraising and grant development.
- Ability to design and implement a balanced, diversified development program, engaging several key constituencies.

- Ability to manage a multi-million dollar, focused campaign.
- Ability to establish a major gifts program.
- Knowledge of current issues and trends impacting philanthropy nationally and internationally.
- Ability to work with volunteers.