



**Title:** Director of Development & Mission Advancement

**Reports to:** President

**Description:** The Director of Mission Advancement is responsible for leading the college's advancement program as adopted by the Board of Trustees and reports to the President. The Director will also be responsible for developing and maintaining active and productive relationships with board members, donors, corporations, Bishops and other religious leaders, and the administration team of MACC. The Director is charged with the overall responsibility of managing activities related to the analysis, planning, execution, control, and evaluation of fund raising and selected marketing/Public Relations programs to advance the overall mission of MACC. The Director of Mission Advancement serves as a member of the Administrative Team and attends all meetings to maintain effective communication and coordination of responsibilities with the other Directors of MACC's programs and activities.

*Specific areas of responsibility include:*

#### **I. Fundraising:**

1. Designs, implements and manages all fundraising activities including annual giving, endowment and capital campaigns, special projects, and other college-related solicitations.
2. Manages all strategies and activities for donor cultivation, major gift solicitation, and corporate relations.
3. Maintains contact with and develops grant proposals for foundations and corporations.
4. Develops and implements fundraising programs within the Annual Fund.
5. Develops a comprehensive planned-giving program as the need becomes appropriate.

#### **II. Board of Trustees Relations**

1. With the President, works with the Mission Advancement Committee of the Board of Trustees to develop strategies to initiate and meet aggressive fundraising goals.
2. Develops advancement training for Trustees and other leadership volunteers.
3. Assumes responsibility for all Advancement reports to the Board and other agencies, and attends all Board meetings.
4. Assists the Board with recommending and researching potential new members for the Advancement Committee

#### **III. Mission Advancement Office Infrastructure**

1. Creates office systems to support all Advancement projects and operations.
2. Supervises donor and gift record-keeping.
3. Coordinates development research activities.
4. Oversees the management of databases and all records, files, and gift processing.
5. Manages the pledge reminder and acknowledgement programs.

#### **IV. Alumni Relations /Parent & Family Outreach**

1. Manages and maintains the alumni database.
2. Organizes and supports an alumni association.
3. Organizes alumni events, collects news and information about the members of the alumni for publication, and keeps accurate records of the college's alumni.
4. Works with the parents and family members of students to assist in the Annual Giving, special events and other fundraising programs as needed.

## **V. Public Relations, Marketing, and Advertising**

1. Works closely with the Director of Recruitment, the Academic Dean, and the Director of Continuing Education to develop public relations plan and an advertising plan.
2. Designs and oversees production of all major publications, including the VISION newsletter, the Annual Report, the college's website, and working with designers and printers to promote the MACC's fund and friend raising goals and activities.
3. Creates and implements a communication and promotional plan for the 2020 Vision Capital Campaign.
4. Develops and implements strategies to promote MACC's mission to both the internal constituencies of the college and the community at large.

### **Minimum Qualifications/Expertise:**

- ❖ Must hold a B.A. and substantive experience in development – donor cultivation, annual campaigns, and grants writing.
- ❖ Five years of professional experience in development, business, communications, media relations, or related field.
- ❖ Working knowledge of standard concepts, practices and procedures related to institutional advancement, donor cultivation, and fundraising.
- ❖ Excellent bilingual (Spanish/English) communication skills; and the ability to work with a culturally diverse team.
- ❖ A familiarity and respect for the distinct Roman Catholic identity of MACC

### **Required Knowledge/Skills:**

- ❖ Knowledge of Microsoft Word, Excel, and PowerPoint required.
- ❖ Strong writing, editing and proofreading skills. Ability to easily change writing styles to fit the audience and voice of the piece.
- ❖ Strong project management skills. Ability to meet deadlines while maintaining good relations with colleagues.
- ❖ Ability to work both collaboratively and independently.
- ❖ Ability to interact effectively with a wide variety of people on- and off-campus.
- ❖ Ability to produce high-quality work on deadline. Comfortable managing multiple projects, priorities and deadlines.
- ❖ Commitment to the highest standards of customer service and professionalism.

### **Desired Qualifications, Skills & Experience:**

- ❖ Master's degree.
- ❖ Specialized training or experience in Mission Advancement
- ❖ The ideal candidate will also have excellent bilingual & biliterate (Spanish/English) communication skills, experience in faith based institutions, and certification as a fundraising executive.
- ❖ Working knowledge and experience using development/fundraising software, esp. "Results Plus"