



Title: Associate Director of Development & Mission Advancement
Reports to: President

Description: The Associate Director of Development and Mission Advancement works in a team responsible for leading the college's advancement program as adopted by the Board of Trustees, in close collaboration with the development office of the Archdiocese of San Antonio and reports to the President. The Associate Director works with an office assistant in the overall responsibility of managing activities related to the analysis, planning, execution, control, and evaluation of fundraising and selected communications, marketing/public relations programs to advance the overall mission of MACC.

The Associate Director of Development and Mission Advancement works with the members of the Administrative Team and attends all meetings to maintain effective communication and coordination of responsibilities with the Directors of MACC's programs and activities. Through a variety of activities such as visits and telephone conversations as well as an annual gala, the Associate Director helps as relationship builder with potential donors, individuals or entities; as editor, and/or principal writer for a wide variety of print and electronic projects, including funding proposals for individuals, corporations, foundations, and other organizations; capital campaign-related promotional materials; annual stewardship reports for select foundation donors; social media; and project summaries for a diverse array of fundraising goals.

Essential Functions:

1. Assists in writing projects, as identified or assigned, from inception through delivery.
2. Writes and edits Development-oriented materials as agreed to with the MACC Administrative Team;
3. Provides creative and technical writing for development and advancement efforts;
4. Collaborates with other departments / offices and serves on committees as negotiated;
5. Maintains close communication with the Archdiocesan Office of Development regarding projects and campaigns.
6. Helps relationship building and management of donors, corporations, foundations and donor database.
7. Performs other duties as assigned or requested.

Specific areas of responsibility include:

I. Fundraising. In collaboration with the Archdiocesan Development office:

1. Assists in designing, implementing, and managing all fundraising activities/programs including annual and seasonal/event-driven giving, endowment and capital campaigns, special projects, and other college-related solicitations.
2. Assists in managing all strategies and activities for donor and grant cultivation, major gift solicitation, and corporate/foundation relations.

3. Maintains contact with and develops grant proposals for foundations and corporations by regularly seeking and submitting new grant opportunities for MACC overall or for specific MACC programs.

II. Board of Trustees Relations

1. Assumes responsibility for all Advancement reports to the Board and other agencies, and attends all Board meetings.
2. Assists the Board with recommending and researching potential new members for the Board and the Advancement Committee

III. Mission Advancement and Development Office Infrastructure

1. Creates or updates office systems to support all Advancement projects and operations.
2. Supervises donor and gift record-keeping.
3. Coordinates development research activities, especially those related to foundations and their focus of interest, timetables, and the like.
4. Oversees the management of databases and all records, files, as well as grant and gift processing.
5. Manages the pledge reminder and acknowledgement programs.

IV. Alumni Relations /Parent & Family Outreach

1. Oversees the management and maintenance of the alumni database.
2. Organizes alumni events (with special focus on online events), collects news and information about the alumni for publication, and keeps accurate records of the college's alumni.
3. 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 different program directors and the Academic Dean to develop a public relations plan and an advertising plan (with emphasis on entrance or graduation seasons for each program).
2. Assists in designing and overseeing production of all major publications, including the Annual Report, the college's website, and working with designers and printers to promote MACC's fund and fundraising goals and activities.
3. Develops and implements strategies to promote MACC's mission to both the internal constituencies of the college, the Archdiocese of San Antonio and the community at large, especially communications with bishops, vocations directors, religious superiors through MACC's website and social media.

Minimum Qualifications/Expertise:

- ❖ Must hold a B.A. and substantive experience in development, mission advancement and communications – donor cultivation, annual campaigns, social media, 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, foundation and corporation relations, and fundraising.
- ❖ Excellent communication skills; and the ability to work with a culturally diverse team.
- ❖ A familiarity and respect for the distinct Roman Catholic identity of MACC
- ❖ Ability to interact successfully with potential and existing donors.
- ❖ Deep knowledge of Catholic fundraising and philanthropy for educational institutions.
- ❖ Ability to produce high-quality work on deadline. Comfortable managing multiple projects, priorities and deadlines.

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, donor relations and professionalism.
- ❖ Knowledge of standard concepts, practices and procedures related to the position, including: expertise in use of English grammar, punctuation, and syntax; familiarity with appropriate business and project management software applications; use of best practices in proposal development and communications; ability to conduct research; understanding of branding and positioning strategies for the institution and for specific projects; ability to "ghost write" for various College administrators, staff, and volunteers; ability to learn subject-specific terminology for use in developing written materials; knowledge of when and how to use various channels of communication.

Desired Qualifications, Skills & Experience:

- ❖ Master's degree.
- ❖ Specialized training or experience in Mission Advancement and Development
- ❖ 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"