

**VICE PRESIDENT OF INSTITUTIONAL ADVANCEMENT &
EXECUTIVE DIRECTOR OF TVCC FOUNDATION**

GENERAL STATEMENT:

This is an executive level position responsible for leading efforts to support the college's mission, provide for stability and growth and advance the College with external constituencies. This position serves as the senior marketing and fundraising professional. This position supervises managers of institutional advancement units including Public and Sports Information, Alumni Relations, Foundation, Development and Graphics and Print Design. This position serves as the Executive Director of the TVCC Foundation.

REPORTS TO:

President

OCCUPATIONAL GROUP:

Professional

FLSA: Exempt

QUALIFICATIONS FOR APPOINTMENT:

EDUCATION:

A master's degree in communications, public administration, public relations, marketing or related field is required.

**LICENSE OR
CERTIFICATION:**

None

EXPERIENCE:

Ten (10) years of progressively responsible work experience including previous supervisory experience required. Work experience in higher education preferred.

DUTIES AND RESPONSIBILITIES:

- Support the philosophy and mission of the College and ensure they are articulated effectively to employees and the community.
- Serve as liaison to our communities through contacts and support of area chambers of commerce, civic clubs and professional organizations.
- Ensure an overall branding strategy is established and promoted across all campuses.
- Direct overall marketing activities to ensure the protection and promotion of its image.
- Direct the activities of the Public and Sports Information Offices including all communications and media relations.
- Directs the activities of the Graphic and Print Design departments.
- Direct the annual internal and external Capital Campaigns, Planned Giving Programs, creation of endowed scholarships and all scholarship fundraising efforts for the Foundation.
- Establish and maintain a donor base and donor tracking system.
- Produce development brochures and marketing materials for the Foundation.
- Plan and coordinate special events for the Foundation such as the annual Golf Tournament, donor building dedications, special development functions, ceremonies and donor recognition events.
- Coordinate alumni relations events including alumni recognitions and homecoming activities.
- Serve on the Scholarship Committee to coordinate the selection and awarding of Foundation scholarships.
- Administration of Foundation scholarship accounts.
- Manage activities and communications of the alumni relations office including the preparation of the Alumni/Donor Magazine from the approval of story budget, to providing editorial assistance.
- Develop and manage budget for areas of responsibility.

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- Attend seminars and development workshops.
- Serve as a member of the Executive Team.
- Coordinate planning and development activities related to this position with the College President.
- Other duties as assigned by appropriate supervisory personnel.

OTHER:

- Strong interpersonal and communication skills.
- Ability to solicit major gifts directly.
- Excellent organizational, analytical and planning skills.
- Excellent writing, editing and public speaking skills.
- Ability to motivate others to work together toward a common goal.
- Ability to build consensus among diverse groups for the overall success of the organization and the project.
- Impeccable judgment and integrity.
- Ability to manage confidential information.
- Strong computer skills.
- Creativity.

PHYSICAL REQUIREMENTS:

- Must be willing to work a flexible schedule.
- Duties normally performed in a typical interior/office work environment.
- No or very limited physical effort required, but may occasionally be required to lift up to 15 lbs.
- No or very limited exposure to physical risk.
- Some travel required.

The above job description has been reviewed with the employee and specific duties and responsibilities were explained. It was also explained that all questions concerning duties, responsibilities, working conditions, hours, etc., should be directed to the immediate supervisor.

Employee's Signature

Date

Supervisor's Signature

Date

All TVCC positions are security sensitive and require a criminal background check.

Approved: 7/1/2010

Revised: 12/5/11