

**PANOLA COLLEGE  
JOB DESCRIPTION**

<b>JOB TITLE:</b>	Director of Institutional Advancement	<b>FLSA status:</b>	Exempt
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<b>DEPARTMENT:</b>	Institutional Advancement	<b>REPORTS TO:</b>	President
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**Position summary:** Under indirect supervision, this position is responsible for supervision and implementation of resource development, alumni affairs, advertising, and public relations for the College. This position reports directly to the President, keeping him/her abreast of all planning, organizing, staff and development of Panola College's institutional advancement.

**Position responsibilities:**

- Coordinate and/or execute multi-channel fundraising efforts including but not limited to major gift solicitation, planning and executing the College's annual and capital campaigns.
- Responsible for leading and executing advancement services of Panola College Foundation, a separate nonprofit organization including board member recruitment and event fundraising.
- Collaborate with the Foundation Board and the College to develop and implement a long-range advancement plan and strategy for fund raising.
- Develops and oversees a college-wide approach to stewardship and donor recognition programs, and advancement events that strengthen relationships.
- Manages digital solicitation and stewardship efforts, including the management of digital platforms and crowdfunding.
- Works with donor management system and maintains a donor database.
- Manage the development, marketing, selection, awarding, and administering of Foundation faculty and staff grants and endowed student scholarships.
- Responsible for developing and growing the annual employee campaign.
- Advise the President in planning and development of all activities related to this position.
- Responsible for guiding and monitoring all departmental and club fundraisers for the College.
- Responsible to produce all development and alumni brochures and marketing materials.
- Coordinate and promote special events for the College such as building dedications, special development functions, retiree ceremonies, and donor recognition.
- Develop and implement a College-wide marketing communications plan focusing on consistent messages and identity, public affairs, publications, advertising, and digital communication.
- Coordinate general advertising (print, broadcast, electronic message board, social media, digital and outdoor advertising) for the College.
- Work with members of the media to promote the College.
- Build public awareness of the main campus in Carthage and centers in Marshall, and Center, Texas.
- Work with faculty, staff, and administration to draft and distribute press releases to promote programs and events that are of interest to the community.
- Promote the College and develop relationships through contacts with area chambers of commerce, civic clubs and professional organizations.
- Build, manage, and create content for social media presence, monitoring and evaluating campaign effectiveness with tools for the College.
- Interface and actively engage with online community and students via social media correspondence by liking, commenting, following, sharing, etc. and managing social communities as needed.
- Responsible for guiding, collaborating with, and monitoring all departmental and club social media pages for the College.
- Serve as administration liaison with the Panola College alumni.
- Coordinate all areas pertaining to alumni, including direction of the Alumni Association Board, recruitment of board members, alumni engagement, and alumni of the year award marketing and ceremony.
- Maintain a database of alumni and communication network (Alumni e-mail listing, Alumni e-newsletter and web pages) between the College and alumni.
- Coordinate the development of policies, procedures and standards and make recommendations to appropriate committees and/or administrators.
- Supervise the Institutional Advancement staff, volunteers, and work-study students.
- Develop, monitor, and adjust annual budget and other reports and documents.
- Attend seminars and development workshops.
- Support the philosophy and mission of the College.
- Perform all other duties as assigned.

**Minimum Position Requirements:**

- Bachelor's degree with at least 3 years experience directly related to the duties and responsibilities specified. Master's degree preferred. Travel required.

**Knowledge, Skills, and Abilities Required:**

- Strong interpersonal and communication skills.
- Ability to relate well to, and understand the needs and interests of, major individual donors and foundation board members.
- Ability to solicit major gifts directly.
- Must have experience in event planning and coordination.
- Must have experience in working with and leading volunteers.
- 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.
- Must be able to manage confidential information.
- Strong computer skills a must.
- Must be proficient in Adobe Suite and Microsoft Office
- A strong public service orientation to work well with faculty, staff, students, and community
- Be able to create and maintain web pages.
- Ability to supervise and train employees, to include organizing, prioritizing, and scheduling work assignments.
- Ability to foster a cooperative work environment.
- Skill in budget preparation.
- Ability to work with a diverse team in a fast-paced environment.
- Enthusiasm and the ability to thrive in an atmosphere of constant change.

**Physical Demands and Work Environment:**

- Work is normally performed in a typical interior/office work environment.
- No or very limited physical effort required; however, the employee must occasionally lift and/or move up to 15 pounds.
- No or very limited exposure to physical risk.
- Some travel required.