

**PANOLA COLLEGE
JOB DESCRIPTION**

JOB TITLE:	Director of Institutional Advancement	FLSA status:	Exempt
-------------------	---------------------------------------	---------------------	--------

DEPARTMENT:	Institutional Advancement	REPORTS TO:	President
--------------------	---------------------------	--------------------	-----------

Position summary: Under indirect supervision, the Director fosters, develops, and leads in a manner that supports the College's mission through an array of targeted initiatives in the areas of alumni affairs, fundraising, and public relations. He/she manages the College Foundation, as well as its activities, including annual giving, corporate and foundation relations, planned giving, donor relations, alumni relations, research and prospect management, special events and the management of endowed scholarships. 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 fundraising efforts including but not limited to major gift solicitation, planning, and executing the College's annual campaign.
- Develop long-range plans to ensure steady growth in fundraising.
- Maintain a portfolio of major donors and prospects, including planned giving prospects and corporate and foundation grant makers.
- Responsible for the production of all development brochures and marketing materials.
- Responsible for the "friend raising" as well as the "fund raising" functions of the College.
- Collaborate with the Foundation Board and the College to develop and implement a long-range plan and strategy for fund raising.
- Coordinate special events for the College such as building dedications, special development functions, and donor and alumni recognition as well as retirement ceremonies, recognition ceremonies, and Homecoming.
- Coordinate the selection, awarding, and administering of endowed scholarships.
- Coordinate all areas pertaining to alumni, including maintenance of a database.
- Serve as administration liaison with the Panola College alumni.
- Maintain communication network (Alumni e-mail listing, Alumni Newsletter and web pages) between the College and Alumni.
- Work with members of the media to promote the College.
- Work with faculty, staff, and administration to draft press releases to promote programs and events that are of interest to the community.
- Build public awareness of the main campus in Carthage and off-campus centers located in Marshall and Center, Texas.
- Promote the College through contacts with area chambers of commerce, civic clubs and professional organizations.
- Advise the President in planning and development of all activities related to this position.
- Supervise Institutional Advancement staff including work-study students.
- Develop annual budget and other reports and documents.
- Support the philosophy and mission of the College.
- Perform all other duties as assigned.

Minimum Position Requirements:

- Master's degree in a related field with at least 3 years experience directly related to the duties and responsibilities specified.
- Experience and success in development/fundraising management and alumni affairs.

Knowledge, Skills, and Abilities Required:

- Knowledge of, and preferably active participation in, accelerating changes, trends and best practices within higher education institutional advancement, specially the community college setting.
- Ability to lead in developing a vision of growth in institutional advancement that is consistent with the Colleges mission and strategic goals.
- Knowledge of fundraising must include demonstrated awareness of IRS requirements.
- Strong interpersonal and communication skills.

- A commitment to teamwork and the ability to work with and synchronize activities with the marketing, finance, and financial aid areas of the College.
- 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.
- Must be able to manage confidential information.
- Strong computer skills a must.
- 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.