

DESERT COMMUNITY COLLEGE DISTRICT

CLASS TITLE: Executive Director, Institutional Advancement

THE POSITION

Under the administrative direction of the President, the Executive Director is responsible for the overall planning, supervision, and coordination of the College's Office of Institutional Advancement including responsibility for the operations, programs, and functions related to, grant development program; provides leadership assistance with marketing and public relations for the College of the Desert and the Foundation; and oversees the community and contract education programs (PaCE);

REPRESENTATIVE ESSENTIAL DUTIES

1. Provide leadership and guidance to the College's Office of Institutional Advancement; oversee assigned functions, services, and program areas including those related to the College Foundation, Community and Contract Education,, and grant development programs and functions.
2. Develop and prepare the annual budget for assigned functional areas; participate in District-wide budgetary plans and issues; analyze and review budgetary and financial data; monitor and authorize expenditures in accordance with established guidelines.
3. Develop business and industry partnerships; maintain contact with corporate and industrial leaders as well as community, governmental, and educational leaders.
4. Participate in the selection of new staff; supervise and evaluate the performance of assigned staff; plan, coordinate, and arrange for appropriate training of subordinates; recommend transfers, reassignment, termination, and disciplinary actions.
5. Prepare annual and strategic College development plans for the Grants Office; work with outside legal, special events, research, marketing, communications and other consultants as necessary in the planning and implementation of the Foundation and College development plans; maintain liaison with regional and national resource development organizations.
6. Oversee and administer the institutional grant development program including identification of public and private grant resources.
7. Oversee the community and contract education functions, work with business and industry to provide customized training for employees, develop and manage training programs for community and contract education, and oversee the selection of Subject Matter experts to deliver customized training, ensure the profitability of the community and contract education program.
8. Oversee public relations/marketing program for the College and Foundation commensurate with the philosophy and goals of the College and Foundation Board. Ensure adherence to the college's brand guidelines.
9. *Oversee the management and implementation of special events that advance the college and engage the community.*
10. Assist in the development and implementation of an annual communications plan that relates to enrollment management, college fundraising, enhancing the College's image and reputation, developing and strengthening programs, institutional advancement, and annual and long-range planning.
11. Interact and communicate with public and news media on behalf of the College and Foundation. Provide assistance and counsel to college staff for media relations, as needed.
12. Serve as author and reviewer of executive communications, speeches, letters, etc., as needed.
13. Perform related duties and responsibilities as required.

KNOWLEDGE AND EXPERIENCE

- Requires knowledge of -College policies, procedures, and current programs.
- Operations, services, and activities of a College institutional advancement program including, grants programs.
- The comprehensive community college mission.
- National and state educational policy development.
- Principles and practices of program and project design, development, implementation, and administration.
- Applicable policies, procedures, goals, and objectives of the assigned program and service areas.
- Pertinent federal, state, and local laws, codes, and regulations.
- Educational policy analysis and research trends affecting community colleges.
- Principles and procedures of research design, methodology, and analysis.
- Theories, methods, and techniques of leadership and management.
- Principles of supervision, training, and performance evaluation.
- Principles and practices of budget preparation and administration.
- Grant development process in higher education.
- Federal, state, local, and private foundation funding sources and their goals.
- Marketing principles and practices.
- Contract negotiation principles and practices.
- Organizational development and positive approaches to institutional management.
- Principles and procedures of record-keeping and report preparation.
- Oral and written communication skills.
- Modern office procedures, methods, and equipment including computers.
- Operational characteristics of computer-based systems and research software.
- English usage, grammar, spelling, punctuation, and vocabulary.
- Experience and ability to oversee the operations of and provide effective leadership to' the College's Institutional Advancement Office including operations, programs, and functions related to, grants programs and functions.
- Oversee and participate in the development and implementation of policies, procedures, goals, and objectives for assigned areas.
- Apply strategic planning in an organizational setting.
Facilitate planning processes and create plans that maximize the utilization of available resources and enhance organizational efficiency.
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
- Identify and respond to sensitive organizational issues, concerns, and needs.
- Research, analyze, and evaluate new service delivery methods and techniques.
- Use research techniques and principles to support decision-making and the development of strategies.
- Provide consultation, support, and technical assistance 011 specific projects.
- Prepare and present comprehensive, effective oral and written reports.
- Develop and maintain an operational budget.
- Seek and identify new grants and special funding sources.
- Negotiate partnerships with business and industry.
- Plan, organize, direct, and coordinate the work of lower level staff.
- Select, supervise, train, and evaluate staff.
- Interpret and apply applicable federal, state, and College policies, laws, and regulations.

- Serve as an effective representative of the College.
- Serve on a variety of boards and committees.
- Exercise critical and independent judgment.
- Coordinate multiple project activities and tasks.
- Prioritize work to meet schedules and time lines.
- Work confidently with discretion.
- Operate office equipment including computer terminal.
- Work with and exhibit sensitivity to and understanding of the diverse racial, ethnic, disabled, sexual orientation, and cultural populations of community college students.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

EDUCATION AND EXPERIENCE

Any combination equivalent to: Master's Degree and five years of experience in a senior administrative position in higher education and/or business.

WORKING CONDITIONS

Office environment. Requires some evening and weekend responsibility.

EMPLOYMENT STATUS

Classified Manager Leadership
XIII

Approved: April 20, 2018