

Sul Ross State University

Position Description

Official Title: Associate Vice President for Advancement
Salary Group: Unclassified (11)

Job Code: 1107

Summary

Function: Responsible for planning, developing and administering a coordinated university-wide effort to establish and strengthen ties with University constituents; providing effective communications to enhance the standing of Sul Ross State University to internal and external stakeholders; raising private, corporate and governmental funds to support the strategic initiatives of the university; and overseeing effective recognition and stewardship programs for alumni and donors.

Scope: Includes planning and management of key aspects of resource development and fund-raising programs.

Duties

Essential: Responsible for:

University Development (Grants Coordinator): Includes all aspects of fund raising; advancement services (identifying and researching prospective donors, maintaining central donor files, providing gift processing services, designing and generating reports, coordinating databases and management systems, and providing communication services for fund raising and friend raising use); annual giving and donor relations (including direct mail campaigns to solicit annual gifts); corporate and foundation relations; and planned giving campaigns.

Alumni Relations: Responsible for developing programs to serve the alumni constituents and increasing their support for, and involvement in, the university, including the publishing of the President's Perspective and the Lobo Legacy alumni magazine, homecoming and reunion activities, alumni volunteers in service to the university and organizing tours.

University Relations (News and Information): Provides for external and internal relations, communications counsel, and service to the university in public relations research, planning, programming and budgeting; print and broadcast media relations; Skyline publication and audio/video communication materials; graphic design services; internal communications; special publications; special events planning and production; emergency and crisis communications planning and administration; community relations; advertising development, coordination, and production; alumni relations support, printing services, and outreach relations.

Responsible for personal safety and the safety of others; must exercise due caution and practice safe work habits at all times.

Non-Essential:

Supervision

Received: Vice President for Administrative Services

Given: Campaign volunteers; Alumni Association Executive Director.

Education

Required: Bachelor's degree.

Preferred: Master's degree.

Experience

Required: Three years experience in development work.

Preferred: Five years experience in development work.

Equipment/Skills

Required: Able to establish and direct prospect/donor research, record keeping, and cultivation systems.

Working Conditions

Usual: Ability to travel extensively in the University service area and available to conduct daytime or nighttime meeting sessions during capital campaign and cultivation programs. Exempt from overtime provisions. Position is Security Sensitive.

Any qualifications to be considered in lieu of stated minimums require the prior approval of the Human Resources Director.

Date revised: September, 2007