



## **Classification Description**

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**Job Title: Executive Director, FSW Foundation**

**Pay Grade: Executive**

**Job Code: 3858**

**FLSA Status: Exempt**

### **Job Purpose**

The Executive Director, FSW Foundation is the chief development officer and provides leadership for the Foundation as well as Communications and Marketing. This position leads the College in securing alumni, public, private, and corporate support essential in meeting the mission of the College. Responsible for developing and implementing a comprehensive institutional advancement division, the Executive Director will lead initiatives that include annual fund, alumni and constituent relations, corporate and foundation relations, major gifts and gift planning, increasing the endowment. The Executive Director, FSW Foundation will complete and lead a comprehensive plan for communications and marketing. This is an executive on annual contract position.

### **General Responsibilities**

#### **Essential Functions**

Serves as a member of the senior leadership team at the College and collaborates with other senior leaders in establishing goals of the College.

Develops strategic priorities aligned with the goals of the President/College that strengthen the financial resources of the College.

Works closely with the President in all areas of institutional advancement.

Works closely with the President in all areas of marketing, public relations, communications, and branding.

Assists the President in working with the Foundation Board of Directors.

Creates and executes plans for annual fund, major gifts and gift planning, increasing the endowment, and increasing the overall donor base.

Identifies, establishes, and maintains relationships with individuals, corporations, and foundations while soliciting philanthropic commitments in support of the mission and strategic direction of the College.

## EXECUTIVE DIRECTOR, FSW FOUNDATION

Ensures that an accurate accounting of the Foundation's assets is maintained and that full compliance with reporting requirements and detailed records of solicitation and investment activities.

Hires, supervises, and evaluates assigned personnel.

Leads the development and oversees the implementation of an integrated marketing and communications plan.

Develops and executes a comprehensive, long-term, institution-wide communications, marketing, and branding strategy consistent with the strategic direction of the College.

Plans and oversees the design and production of all marketing, public relations, and advertising products to ensure a consistent, unified message in support of the College.

Directs the creation of fundraising, capital/annual campaign, and stewardship materials for the Foundation and the College.

Develops and manages a constituent database for fundraising, marketing, and research.

Provides and maintains cellular telephone and high-speed internet technology services, which allows immediate accessibility to the College through text and voice messages by cellular phone, and responds as needed.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can safely perform the essential functions of this job with or without reasonable accommodation.

### **Knowledge, Skills and Abilities**

#### **Minimum Qualifications**

Master's degree from a regionally accredited institution of higher education.

Significant and progressively responsible experience in higher education advancement or a related area and experience managing a comprehensive marketing and communications department or related experience.

Experience in leading an institutional advancement office or related organization which includes developing and managing budgets, supervising staff, and overseeing day-to-day operations.

Demonstrated experience using a personal computer, office software such as MS Office and electronic mail.

## EXECUTIVE DIRECTOR, FSW FOUNDATION

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Make presentations in front of various group sizes.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

### **Critical Skills/Expertise**

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

**Work Conditions/Physical Demands/Special Conditions**

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: September 18, 2019.