



**Clark Atlanta University**  
**OFFICE OF INSTITUTIONAL ADVANCEMENT AND**  
**UNIVERSITY RELATIONS**

**Position Description**  
**VICE PRESIDENT FOR**  
**INSTITUTIONAL ADVANCEMENT & UNIVERSITY RELATIONS**

**Organization and Function:**

The Vice President reports to the President, directs the Division of Institutional Advancement & University Relations, and has responsibility for all University development and fundraising, alumni relations, external affairs, and marketing and communications programs and functions. The Vice President acts on the President's behalf in all matters pertaining to private sector fundraising and advancement efforts. The position requires strong representation and communication skills, demonstrated fundraising expertise and experience, sound public relations judgment, and the ability to develop and nurture excellent working relationships with the University's several constituencies—including trustees, alumni, faculty, staff, students, parents, funders, corporate, foundation, community, and civic leaders, print and electronic media, and the general public. The Vice President has (currently) three direct reports: the Senior Director for Alumni Relations and Development; the Senior Director for Marketing and Communications; and the Senior Director for IA Information Systems and Development Services. (A fourth direct report, for which funding exists, will be defined at the discretion of the newly appointed vice president.)

**Responsibilities:**

1. Directs the University's forthcoming comprehensive campaign; works in concert with outside fundraising counsel and the president to develop and implement campaign plans, strategies, and goals; staffs the Trustee Committee on Institutional Advancement and University Relations and, in due, course, will staff the campaign cabinet.
2. Serves on the President's Executive Cabinet and oversees all fundraising and advancement programs. Initiates and guides the development of appropriate fundraising and advancement policies, procedures, and practices, and develops programs, projects, and initiatives to engage various constituencies in support of the University's fundraising priorities and in order to achieve stated institutional goals.
3. Works with the president, members of the Executive Cabinet, deans, department heads, and internal advisory committees and external volunteer groups to plan and implement fundraising programs, initiatives, and strategies. Oversees and participates in the development of proposals and applications for funding from corporations, foundations, and individuals; ensures that these are monitored from submission through action by grant maker, and that appropriate stewardship and follow up are provided, including the timely preparation and submission of reports.
4. Works with senior directors to establish division and unit objectives and work plans; directs the development and management of the division's annual budget; and assigns work to and evaluates the performance of the division's senior directors.

5. Represents CAU in all external affairs and events involving corporate and foundation representatives, trustees, alumni, and friends of the University.
6. Ensures that the University has the capacity and infrastructure to generate accurate and up-to-date donor and fundraising data required for fundraising and advancement planning, program implementation, and evaluation.
7. Participates in institution-wide strategic planning, in the identification and assessment of fundraising priorities, and in the execution of relevant programs, projects, and initiatives.

**Minimum Experience and Qualifications:**

Minimum qualifications include demonstrated leadership and management skills with at least 15 years senior-level fundraising experience. Demonstrated experience in managing a capital campaign and in developing and implementing campaign strategy and excellent writing and presentation skills are essential. Also essential are the abilities to think and plan strategically, a working knowledge of budgeting practices and principles, demonstrated senior-level management experience, and the capacity to work effectively with volunteer leaders and organizations. A general knowledge of higher education and familiarity with issues of particular relevance to historically black colleges and universities are highly desirable. A baccalaureate degree is required and an advanced or graduate degree is preferred.

**Salary and Benefits:**

The salary is competitive and will be commensurate with a candidate's qualifications and the responsibilities of the position. The University's benefits are generous.

**Application Procedure:**

Applicants should submit a résumé, the names, addresses, and telephone numbers of at least three references (one of whom should be a current or recent past supervisor), and a cover letter that addresses how the applicant meets the qualifications and experience required for the position. Screening of applications will begin immediately and continue until the position is filled.

Nominations and applications may be sent to the attention of:

Vice President, IA&UR Search  
Office of Human Resources  
Clark Atlanta University  
223 James P. Brawley Drive, S.W.  
Atlanta, GA 30314

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