CLARK ATLANTA UNIVERSITY
Job Description

Position Title: Vice President for Institutional Advancement and University Relations
Department: Office of Institutional Advancement and University Relations
Reports To: President of the University

The following statements are intended to describe the general nature and level of work to be performed and are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All duties listed are essential functions for the position. It is understood that other related duties may be assigned.

General Function (Description):
The Vice President reports to the President of Clark Atlanta University and directs the Division of Institutional Advancement & University Relations. The VP for Advancement is responsibility for all University fund- development, alumni relations, external affairs, marketing and communications programs and functions. The Vice President acts on the President’s behalf in all matters pertaining to private sector fund raising and advancement efforts. Next to the President, the Vice President is the University’s chief external affairs presence. The position requires strong representation and communication skills, demonstrated fund-raising expertise and experience, sound public relations judgment, and the ability to develop and nurture excellent working relationships with all University constituencies—including trustees, alumni, faculty, staff, students, parents, boosters, funders, community and civic leaders, print and electronic media, and the general public.

Examples of Duties and Responsibilities:

- Serves on the President’s Executive Cabinet and oversees all fund-raising and advancement programs.
- Initiates and guides the development of appropriate fund-raising and advancement policies, procedures, and practices, and develops programs, projects, and initiatives to engage various constituencies in support of the CAU’s fund-raising priorities and in order to achieve stated institutional goals.
- Support and partner with the President and board members on all major fundraising initiative.
- Actively work with the President and senior staff to develop and implement a comprehensive development strategy to include corporate, foundation, government grants, etc.
- Have primary responsibility for development and execution of all proposals; write and archive all proposals with a long-term relationship-management approach.
- Monitor all donor information; provide and present statistical analysis to board and senior leaders.
- Develop and implement a stewardship program aimed at cultivating deeper ties with donors.
- Works with the president, members of the CAU Executive Cabinet, deans, department heads, and internal advisory committees and external volunteer groups to plan and implement fund-raising 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.
- 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.

- Represents CAU in all external affairs and events involving corporate and foundation representatives, trustees, alumni, and friends of the University.
- Ensures that the University has the capacity and infrastructure to generate accurate and up-to-date donor and fund-raising data required for fund-raising and advancement planning, program implementation, and evaluation.
- Participates in institution-wide strategic planning, in the identification and assessment of fund-raising priorities, and in the execution of relevant programs, projects, and initiatives.
- Monitor and report regularly on the progress of the development program
- Identify, develop, and mentor the development team

**Knowledge, Skills and Abilities:**

- Proven leadership and management skills
- Excellent writing and presentation skills are essential.
- Ability to think and plan strategically
- Possess a working knowledge of budgeting practices and principles,
- Demonstrated senior-level management experience
- The capacity to work effectively with volunteer leaders and organizations and,
- A general knowledge of higher education is required and familiarity with issues of particular relevance to historically black colleges and universities is highly desirable. Computer literacy is essential.
- Excellent communication skills, both written and oral; ability to influence and engage a wide range of donors and build long-term relationships
- Strong organizational skills
- Ability to construct, articulate, and implement annual strategic development plan
- Flexible and adaptable style; a leader who can positively impact both strategic and tactical fundraising initiatives
- Ability to work both independently without close oversight, but also a team player who will productively engage with others at varying levels of seniority within and outside of CAU.
- Strong organizational and time management skills with exceptional attention to detail.

**Minimum Hiring Standards:**

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<th>Education</th>
<th>A baccalaureate degree is required and an advanced or graduate degree is preferred.</th>
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<td><strong>Years of Experience</strong></td>
<td>At least 15 years senior-level fund-raising experience, At least five of these years in a college or university setting. 10-plus years of professional experience in a nonprofit organization; demonstrated success in a development function (managing and forging relationships with multiple donor sources) Tangible experience of having expanded and cultivated existing donor relationships over time</td>
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<td><strong>Years of Management/Supervisor Experience</strong></td>
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