

## Job Description

<b>Job Title:</b>	Vice President for Institutional Advancement
<b>Job ID:</b>	14975
<b>Location:</b>	Hostos Community College
<b>Full/Part Time:</b>	Full-Time
<b>Regular/Temporary:</b>	Regular

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### POSITION DETAILS

Hostos Community College of The City University of New York is seeking a dynamic and accomplished leader to serve as Vice President for Institutional Advancement (VPIA). The Vice President will have the opportunity to assist in the implementation of the collective vision for the College and transforming the advancement area.

This position reports to the President and is responsible for leading and organizing the institutional advancement program that provides strong support for Hostos' academic agenda and programmatic initiatives. The Vice President, as chief development officer, will establish objectives and formulate strategies in the areas of fundraising, planned giving, foundation and corporate sponsorships, grants development, alumni affairs, public relations, communications, community relations, and marketing. The Vice President will have supervisory responsibilities over the following offices: Alumni Relations, the Hostos Center for the Arts and Culture, Communications, Development and Community Relations. The Vice President also serves on the Hostos Community College Foundation.

The Vice President for Institutional Advancement (VPIA) is an integral member within the senior management team at Hostos Community College. The VPIA is a member of the President's cabinet, and serves on various College Boards and committees and on University councils. The VPIA must collaborate effectively with other senior staff to execute advancement programs and position the institution for the future.

The VPIA is the primary campaign manager for Hostos' comprehensive campaign and is expected to prepare an all-inclusive annual development plan; provide the leadership and direction to the Campaign Steering Committee to solicit and secure funds and resources that enable the College to accomplish its mission and strategic goals; increase donor support by identifying, cultivating and soliciting existing and new major donors for capital, annual and endowment gifts; work collaboratively with the President and senior staff on donor prospect development for major gift solicitation; and lead the planning, coordination and execution of special events. He/she will also work closely with the Director of Government Relations to shape community project funding, leveraging financial support for projects and programs that benefit the College. The VPIA will provide leadership in developing a campus-wide culture and climate of philanthropy and work with alumni and the campus community, especially faculty, to address the College's funding needs and opportunities.

The VPIA leads the Communications team that develops, implements and oversees College-wide

marketing plans to achieve institutional goals. The VPIA works with College leadership and internal and external public relations staff to articulate the college position on sensitive and complex issues; serves as spokesperson for the college, as necessary. He/she provides professional and managerial oversight of a broad range of marketing programs and tools, including digital, print, mail, broadcast, social networking and other media. The VPIA works collaboratively with the Admissions Office to ensure a strong recruitment campaign that conveys a consistent message and effective use of the college brand.

Additionally, the Vice President for Institutional Advancement (VPIA) will have responsibility for but not limited to:

- Leadership of all development and fundraising activities.
- Leadership and implementation of a capital campaign with emphasis on cultivation and solicitation of major corporate and private gift prospects.
- Serving as the College's chief spokesperson in the area of Development.
- Working closely with the President, the Hostos College Foundation Board, Vice Presidents, Deans, faculty, staff and alumni to develop compelling funding requests and secure financial support for the College's mission and strategic priorities.
- Developing and managing an aggressive calendar of outreach that effectively involves faculty, staff, alumni, board members and volunteers in the solicitation process.
- Serving as the chief liaison to CUNY Central Office on all development / fundraising strategies and efforts.
- Providing senior leadership to media relations and internal communications.
- Establishing and implementing strategic alliances and partnerships with business, corporate and social agencies that advance the College, with particular attention to economic development activities.
- Developing and overseeing the implementation of a strategic communication strategy, including the establishment of an active digital, print, radio/TV and press presence, as well as integrated marketing and communication materials.
- Developing an overall campus branding strategy and integrating the branding strategy across all institutional communications.

#### **QUALIFICATIONS**

This position is in CUNY's Executive Compensation Plan. All executive positions require a minimum of a Bachelor's degree and eight years' related experience.

The position also requires a master's degree in development or a related field and a minimum of eight years related experience with at least five years of top-level, executive experience in corporate or higher education sector.

The ideal candidate will have a strong understanding of and commitment to success in college advancement with a strong record of achievement as a fundraiser; be a person of the highest professional integrity; and possess the following senior-level qualifications:

- Leadership experience in managing institutional development, including major gift solicitation, planned giving, events planning, and targeted drives for corporate and foundation donations and sponsorships.
- Acumen for building a strong and effective network of supporters among the College's external public such as community opinion and business leaders, trendsetters in academia, as well as successful role models in the professional and cultural fields of endeavor.
- Ability to communicate with and harness energies from a wide base and diverse groups of people, from board members, faculty, staff, community leaders, alumni, business executives to volunteers representing varied ethnic, cultural, social and economic backgrounds.
- Possession of a professional portfolio that documents career successes in building and leading

results-oriented operations and programs.

**CUNY TITLE**

Vice President

**COMPENSATION AND BENEFITS**

Salary commensurate with education and experience.

CUNY's benefits contribute significantly to total compensation, supporting health and wellness, financial well-being, and professional development. We offer a range of health plans, competitive retirement/pension benefits and savings plans, tuition waivers for CUNY graduate study and generous paid time off. Our staff also benefits from the extensive academic, arts, and athletic programs on our campuses and the opportunity to participate in a lively, diverse academic community in one of the greatest cities in the world.

**HOW TO APPLY**

Applicants must apply online by accessing the CUNY website at [www.cuny.edu](http://www.cuny.edu) and navigating to the following links: "Employment" and "Search Job Postings."

Please attach resume, cover letter, and the names, addresses, and telephone numbers of three professional references.

**CLOSING DATE**

Open until filled with review of applications to begin June 10, 2016.

**JOB SEARCH CATEGORY**

CUNY Job Posting: Executive

**EQUAL EMPLOYMENT OPPORTUNITY**

CUNY encourages people with disabilities, minorities, veterans and women to apply. At CUNY, Italian Americans are also included among our protected groups. Applicants and employees will not be discriminated against on the basis of any legally protected category, including sexual orientation or gender identity. EEO/AA/Vet/Disability Employer.

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