

DIRECTOR OF PROG DEVELOPMENT I (INSTITUTIONAL ADVANCEMENT-WCC)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this class, located at Westchester Community College, is responsible for assisting in the development, coordination and supervision over programs and services such as private and public fund raising, public relations and information, advertising and marketing, publications, special events, alumni relations and information, volunteer coordination, scholarship administration and the financial management of Foundation funds (the foundation is a separate arm of the college dedicated to raising private and public funds which are used to in an array of student needs). The incumbent assists the supervisor in implementing policies and procedures in keeping with the goals and objectives set forth by the President of the Community College. Supervision may be exercised over a small number of professional and clerical support staff. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Participates in soliciting funds from private and public sources for student scholarships, emergency aid, tutorial programs, faculty development, and proposed initiatives to provide services not included in the College's budget;

Manages and monitors an ongoing capital campaign, involving fiscal operations of over \$5M;

Assists in establishing annual fundraising goals by developing objectives and strategies;

Identifies potential donors and cultivates relationships with them by conveying program goals and objectives and keeping them abreast of activities,

Tracks all donor records, acknowledgments, tax substantiation and recognition programs;

Assists in developing and implementing initiatives to provide public information, aid in the recruitment and retention of students, and increase private and public funding for scholarships;

Develops written materials and publications to support program development activities;

Oversees the content and publication of the annual Foundation newsletter, Annual Report, and the semi-annually published alumni newsletter;

Supervises and/or participates in annual direct mailings, phonathons, and other special events;

Assists in overseeing a large volunteer program with individual who volunteer their time to assist students, faculty and administrators at the College;

Assists in overseeing the scholarship application, screening and awards process;

EXAMPLES OF WORK: (Illustrative Only) (Cont'd.)

Assists in the preparation of reports for the President and the Foundation members on all activities involving fund raising, community outreach, public relations, marketing, and financial and personnel management;

Works closely with members of the Foundation's Finance and Investment to record and monitor assets and contributions;

Represents the College and the Foundation in various professional and community organization, as well as in corporate and business communities;

Attends meetings, conferences and seminars as required;

Uses computer applications or other automated systems such as spreadsheets, word processing, email, calendar or database software in performing work assignments;

May perform other incidental tasks, as needed.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Good knowledge of fund raising techniques and practices; good knowledge of public relations techniques and practices; good knowledge of the goals, missions and programs of the Westchester Community College; ability to plan, coordinate and supervise the work of subordinate staff, as well as volunteers; ability to communicate, both verbally and in writing; ability to coordinate volunteer activity; ability to evaluate programs and make recommendations for improvement; ability to use computer applications such as spreadsheets, word processing, calendar, email and database software; ability to read, write, understand and communicate in English sufficiently to perform the essential functions of the position; tact; discretion; resourcefulness; neat personal appearance; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Bachelor's Degree* and two years experience in higher education administration.

SUBSTITUTIONS: A Master's Degree* may be substituted for one year of the required experience.

*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized and accredited by the Board of Regents of the New York State Department of Education as a post-secondary, degree-granting institution.