

DIRECTOR OF PROGRAM DEVELOPMENT II (INSTITUTIONAL ADVANCEMENT-
WCC)

DISTINGUISHING FEATURES OF THE CLASS: Under the general direction of the President-Westchester Community College, an incumbent of this class is responsible for developing, coordinating and supervising programs/services such as private and public fund raising, public relations and information, advertising and marketing, publications, special events, alumni relations, 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 aid in an array of student needs). The incumbent serves on the President's cabinet and participates in the discussion, formulation and interpretation of college policies. Supervision is exercised over a small professional and clerical support staff.

EXAMPLES OF WORK: (Illustrative Only)

Solicits funding 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 operating budget;

Develops and implements initiatives to provide public information, aid in the recruitment and retention of students, increase private and public funding for scholarships, and to develop faculty in a manner consistent with the goals and objectives of the College, as well as the Foundation;

Supervises College fund-raising activities through the development of government grant proposals, monitoring the dispersal of funds for regulatory compliance, and soliciting annual funds from private and public sources;

Manages fund-raising activities by supervising and participating in annual direct mailings, phonathons, and other special events;

Oversees the operations of the Office of College Community Relations which has responsibility for promoting College and Foundation programs and activities through print and electronic media and through a variety of publications;

Oversees a large volunteer program with individuals who volunteer time to assist students, faculty and administrators at the College;

Oversees the scholarship application, screening and awards process with the assistance of subordinate supervisory personnel;

Oversees the alumni development program including directing alumni events, annual newsletter mailings, direct mail fund-raising, etc.;

Prepares reports for the President and Foundation members on all activities involving fund-raising, community outreach, public relations, marketing, and financial and personnel management; Leads and/or participates in a number of College committees; Works closely with members of the Foundation's Finance and Investment committees to record and monitor assets and contributions;

EXAMPLES OF WORK: (Illustrative Only) (Continue)

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

Serves on the Executive Committee of the State University of New York Chief Advancement Officers;

Attends meetings, conferences and seminars as required.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of fund raising techniques and practices; good knowledge of public relations techniques and practices; good knowledge of the goals, mission 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; tact; good personal appearance; physical condition commensurate with the demands of the position.

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

SUBSTITUTIONS: A Master's Degree may be substituted for one year of experience as listed above.

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