

VICE PRESIDENT AND DEAN OF EXTERNAL RELATIONS

DISTINGUISHING FEATURES OF THE CLASS: Under the general direction of the President-Westchester Community College, the Vice President and Dean of External Relations 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). This position serves on the cabinet of the President-Westchester Community College and participates in the discussion, formulation and interpretation of college policies. Supervision is exercised over a substantial number of professional, technical, volunteer and clerical support staff. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Directs and participates in the solicitation of 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 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;

Directs 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;

Manages 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;

Manages 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.;

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

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;

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

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

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

Attends meetings, conferences and seminars, as required.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of principles, practices and policies of education; thorough knowledge of public administration; 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; ability to effectively use computer applications such as word processing, spreadsheets, calendar, email and database software; tact; good personal appearance; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: A Master's Degree* in Educational Administration and eight years of professional experience, three years of which must have been devoted to teaching and/or administration.

NOTE: Unless otherwise noted, only experience gained after attaining the minimum education level indicated in the minimum qualifications will be considered in evaluating experience.

*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.

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Job Class Code: E0827
Job Group: W04