

Job Classification Description

**DEAN OF INSTITUTIONAL ADVANCEMENT/LSC
Non-Bargaining Unit**

**Grade 18
Exempt**

BASIC FUNCTION

To lead and administer a comprehensive institutional advancement program and major college division that involves close work with the President, the campus community, alumni, the greater regional and state community and a large number of external contacts. To plan, implement and enhance institutional development and to obtain major donations to advance the College financially and academically. To provide leadership in the advancement of the College image.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

- Plan, develop, implement and administer all aspects and activities for a comprehensive institutional advancement program in order to secure sustainable financial resources consistent with institutional objectives and to promote and advance public relations to meet the challenges and demands of the LSC and VSC system missions.
- Oversee and manage the major college division which includes: development, fundraising and marketing; alumni relations; public relations and public information.
- Oversee and provide supervision for several grant-funded programs including Upward Bound and America Reads.
- Provide direction for the management of the college's public website including supervision of the Web Master.
- Develop, formulate, communicate and carry out a strategic plan for a comprehensive development strategy which includes market identification, market research, institutional research and planning, donor relations and an information system for internal/external communications to support college goals for fundraising, gifts and other forms of support from a wide range of sources.

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- Exercise supervisory authority over staff members. Plan and conduct training programs and staff meetings. Confer regularly with staff to plan and coordinate activities, assign and review work and resolve problems.
- Plan and administer the divisional budget and appropriate record systems and

- prepare a variety of administrative and management reports**
- **Serve on the President's and Deans' Council and consult with the President to create and carry out a plan to establish relationships with prospective donors and other constituents to meet a variety of special and general purpose.**
 - **Oversee and direct the divisional activities that represent the College to a broad range of individuals, groups and organizations in carrying out all assigned functions, including: the media, legislators, dono**

- representing the college in a wide variety of settings.
- Willingness to travel frequently and to prioritize a time commitment to focus on external contacts.