



Vice President of Institutional Advancement - Job Description

Job Title: Vice President of Institutional Advancement
Job Class: Administrative - Executive Administration
Department: Administration
Reports To: President
FLSA Status: Exempt
Compease: Grade 17
Approved By: President
Approved Date: February 23, 2022

I. Position Purpose

The Vice President of Institutional Advancement is responsible for managing and leading advancement initiatives to help Washington State Community College achieve its vision, mission, and strategic goals. The VPIA will establish objectives and formulate strategies in the areas of enrollment management, marketing, public relations, and communications. The VPIA provides leadership for the WSCC Foundation by supervising staff and working with the Foundation Board of Directors to advance development through fundraising, planned giving, corporate sponsorships, grants, and alumni affairs. Employing a data driven and collaborative approach, the VPIA will plan, develop, and implement enrollment and development initiatives to support the institution's strategic priorities, student needs, and financial planning across the College.

II. Duties and Responsibilities

PROVIDE SENIOR LEADERSHIP AND MANAGEMENT OF ENROLLMENT FUNCTIONS: The VPIA will articulate the mission, objectives, and programs of the College's administration and work closely with the President and senior officers with strategies related to enrollment, outreach, and student success. Promoting close collaboration among teams, the VPIA will have direct oversight of the admissions/recruitment, College Credit Plus advising, financial aid, records, and college access departments.

LEAD EFFORTS TO PROMOTE THE COLLEGE: The VPIA will lead the creation and execution of a comprehensive communication and marketing plan to support the growth of the College in alignment with its strategic priorities. The VPIA will be responsible for ensuring the College's image and brand are represented consistently and accurately in messaging including recruitment outreach as well as change initiatives, crisis communication, presidential messaging, and other important outreach efforts; provide leadership to support all internal communication efforts and increase the presence of Washington State Community College, its faculty, students, alumni, and events/conferences in external media-locally, regionally, and nationally.

CREATE AND DEVELOP DYNAMIC CONSTITUENT INVOLVEMENT STRATAGIES: The VPIA is the primary development officer for Washington State Community College and will prepare and execute an annual development plan to solicit and secure funds and resources that enable the college to accomplish its mission and strategic goals. The VPIA will also provide leadership and



support to the Foundation Board of Directors; increase donor support by identifying, cultivating and soliciting existing and new donors for capital, annual, and endowment gifts; work collaboratively with the President and lead the planning, coordination, and execution of special events.

PROFESSIONALISM AND QUALITY CUSTOMER SERVICE: The VPIA will demonstrate professionalism and provide quality customer service in accordance with the college's values. This includes maintaining positive working relationships, confidentiality, effective communication, accurate records, and an organized and safe working environment. Additionally, it includes exhibiting flexibility, a willingness to learn, ability to change, and maintaining current technology skills.

III. Qualifications – Education, Experience, and Skills

- Minimum of a Master's degree from a regionally or nationally accredited institution recognized by the U.S. Department of Education or the Council for Higher Education Accreditation. Master's degree in Business Administration, Higher Education Leadership, Student Affairs or Student Success preferred.
- Minimum of six years of executive leadership.
- Skill set to include process management, strategic and campaign planning, excellent written and oral communication, a record that documents career successes in building and leading results-orientated operations and programs. Experience in higher education preferred.

Reasonable accommodations may be requested and reviewed according to the Americans with Disabilities Act (ADA).