

Job Title:	Vice President for Advancement	Department	Advancement
Location:	Dubuque Iowa Campus	Travel Required:	Periodic Travel
Position Type:	Administration, Full-Time	Supervisor:	President
Job Description			
<p>SUMMARY: The Vice President for Advancement is a member of the President’s Cabinet and collaborates with fellow Vice Presidents, under the leadership of the President, to operate the college. The VP for Advancement increases constituent’s knowledge of, support for, and commitment to the College. Key functions of this role include development and marketing activities; raising funds for operations and capital campaigns, and building awareness of the College and its programs through tools of the marketing function.</p> <p>KEY ROLES AND RESPONSIBILITIES:</p> <ul style="list-style-type: none"> • CHIEF MARKETING OFFICER, USES MARKETING EXPERTISE TO UNDERSTAND THE ENVIRONMENT AND POSTURE THE COLLEGE TO SUCCESSFULLY ACHIEVE STRATEGIC GOALS IN A COMPETITIVE ENVIRONMENT. • DEFINES THE BRAND, DEFENDS THE BRAND, AND WORKS TO INCREASE THE PERCEIVED VALUE OF THE BRAND. • CHIEF FUND RAISER • PUBLIC RELATIONS OFFICER <p>Tasks and Responsibilities:</p> <p>Member of the President’s Cabinet</p> <ul style="list-style-type: none"> • Collaborate to successfully execute the mission and attain the vision of the college. • Advise the President and Cabinet on marketing and advancement issues and provide key perspective and counsel in all cabinet discussions. <p>VP for Advancement</p> <ul style="list-style-type: none"> • Define constituencies, understand them, and determine the best ways to serve them and obtain their engagement and support. • Build a compelling “story” of Emmaus in order to promote the College’s strengths, distinctives, successes and value, and thereby strengthen the Emmaus brand. • Research to understand competitive pressures within Christian higher education and help posture the College to succeed in the market. • Develop and implement a marketing plan, consistent with the College’s strategic plan, which will accomplish the short and long-term marketing goals of the college. • Determine the most effective methods (medium and messaging) for advertising. • Work closely with enrollment services on target audiences, key messaging and communication strategy. • Team with program directors, to create program specific marketing. • Build an effective alumni program that increases engagement, commitment and support. • Cultivate an appreciation for communications integrity to ensure consistent messaging and brand integrity. • Build and implement an advancement plan including donor relations and donor solicitation that will consistently increase annual giving and build the depth and breadth of support needed to meet operational needs and strategic objectives. • Increase foundation giving. • Oversee a grant proposal program that adds meaningful additional income for the College. • Implement the constituent “touch” calendar to ensure College objectives are met with a comfortable evenness of contact. 			

- Direct public relations efforts; serve as the College's spokesperson, and build understanding and garner support from external constituencies.
- Increase favorable coverage by the media.
- Develop and implement community service programs.
- Develop metrics to track the effectiveness of initiatives and support regular reporting.
- Ensure the health of supervised departments (advancement, communications and alumni); adequate resources, professional advice and mentoring.

Supervisor for:

Communication Services

- Creatively manage the College website and social media that attracts new students, builds bridges and grows support from varied college constituencies.
- Maintain and expand an intranet (Navigator) that provides information and resources for faculty, staff and students.
- Create visual media (videos, photographs, etc.) to support the college mission.
- Design and distribute eye-catching printed pieces that effectively communicates with varied college constituencies.

Alumni Relations

- Understand the alumni and their changing perspectives over the years.
- Develop and implement an alumni relations plan.
- Build and execute the communications and activities that will increase the alumni's knowledge, engagement and support for the College.

Advancement

- Prompt and courteous donor service.
- Build accuracy and usefulness of Raisers Edge.
- Team with volunteer assistant and President to cover all advancement objectives.

Indicators of Success:

- Clear pervasive corporate marketing strategy.
- Knowledgeable constituencies who increasingly engage with and support the College.
- Outstanding website, which wins the support of prospective students and their parents and supports alumni, donors, friends and visitors of the College.
- Meet/exceed marketing and advancement goals.
- Increasingly knowledgeable and supportive alumni.
- Increased community knowledge of and support for Emmaus.

Skills and Attributes:

- Active Christian testimony.
- Strong support for Christian higher education.
- Understanding of the Plymouth Brethren movement.
- Mission driven and results oriented.
- Demonstrated success in marketing and advancement activities.
- Leadership that motivates, guides and develops subordinates.
- Collaborative and team building.
- Outstanding written and oral interpersonal skills.
- Strong commitment to customer service and continual quality improvement.