



Position Title: Director of Institutional Advancement	Reports to: President
Department: President's Office	FLSA Status: Exempt
Classification: Regular Full Time	Benefit Eligibility: Yes, Full Time Benefits
SOC Code: 11-9033	Last Updated: June 16, 2021
Home Campus: Keshena Campus	Posting Status: Second Posting – Open to All
Grant Funded: Partially Grant Funded	Application Deadline: Open Until Filled

Position Summary: The Director of Institutional Advancement is responsible for all aspects of CMN's Advancement efforts through strategic leadership and direction. The Director of Institutional Advancement, is responsible for administrative leadership in the areas of internal and external communications, public relations, public information publications, marketing, comprehensive college advancement and alumni program. The position is responsible for the College's advancement and alumni work, in addition to administrative leadership for internal and external communications, public relations and marketing. The position develops, documents, and executes sound policies and procedures. The Director is expected to serve as a key member in strategic planning processes, provide innovative strategic leadership to insure focus on values and mission. The Director is responsible to lead business process improvement efforts, manage regulatory compliance, negotiate and approve contractual relationships.

Position Responsibilities & Duties:

1. Advancement
 - a. Conduct Research.
 - i. To identify donors.
 - ii. To follow trends and competition.
 - b. Directly manage highly rated prospects and donors with active cultivation, solicitation and stewardship.
 - i. Collaborate on organizing promotional events to reach prospective alumni/parents/friends.
 - ii. Assist in the coordination of alumni services and the processing of new alumni.
 - c. Support stewardship for and reconciliation of financial contributions and gifts-in-kind across the CMN community.
 - d. Coordinate the development of the College Foundation's annual goals and objectives.
 - e. Oversee the development and establishment of project campaigns.
 - f. Oversee endowment accounts and investment management.
 - g. Coordinate college advancement and student scholarships.
 - h. Establish fundraising priorities.
 - i. Work closely with Student Services to ensure clear alignment of funds and scholarship.
 - j. Enhance and advance the culture of philanthropy internal and external to the College, serving as college advocate in the community and building relationships that closely link the community with the College.
 - k. Update donor records and maintain the database accuracy.
 - i. Assist in the maintenance of the Scholarship Database.
 - l. Manage a comprehensive and accountable fundraising plan that builds portfolios with the highest qualified prospects, creates effective plans for cultivation and solicitations and sets performance standards for each academic unit.
 - i. Disseminate information about potential federal, state and private funding opportunities relevant to fundraising priorities to appropriate individuals and institutions.

- ii. Lead comprehensive annual giving strategy and efforts specific to personal solicitations, direct marketing/mail efforts, phonation and student challenge, including innovations in segmentation, messaging and benefits program.
 - m. Employee retention, evaluations and staff development.
 - i. Monitor timely employee evaluations.
 - ii. Oversee training and development.
 - 1. Customer service.
 - 2. Technical skills.
 - 3. Develops management and leadership skills.
 - 4. Instill focus on College's Values and Mission.
- 2. Public Affairs Marketing
 - a. Ensure consistency in communicating the institutional mission, vision and values.
 - b. Compose, develop, and prepare communication for dissemination via speeches, correspondence, talking points, announcements, and other oral or written communications for the College President.
 - c. Serve as college spokesperson to news media, including preparation of news releases.
 - d. Plan and manage area budget resources.
 - e. Serve on administrative and college boards, committees, and taskforces.
 - f. Actively participate in Management Team assignments and activities as requested by the College President.
 - g. Develop, implement, and maintain the College Communication Plan and the College Strategic Marketing and Outreach Plan.
 - h. Determine the need for general campus and specific program marketing at all campuses; create and initiate marketing and promotional campaigns to meet these needs.
 - i. Plan and manage multi-channel marketing campaigns.
- 3. Governance to the Board of Directors and Transparency
 - a. Reporting:
 - i. Contributions.
 - ii. Events.
 - iii. Board restricted Endowments.
 - b. Review CMN Endowment investment policies, procedures, and balances.
- 4. Strategic Planning
 - a. Participate in the development of and support the college's strategic plans.
 - b. Serve as key member of Senior Leadership, helping to define mission, vision and direction.
 - c. Establish and implement strategies to communicate and support the College's Mission, Vision, Culture and Values.
 - d. Develops departmental goals and objectives.
 - e. Provide a visionary and leadership implementation role on behalf of all departments, creating a well-respected and sought after departmental goals.
- 5. Policy and Procedure Development and Implementation
 - a. Establish a culture of Continuous Process Improvement.
 - b. Ensure excellent Customer Service.
 - c. Reviews policies and procedures to insure relevance, reliability, and completeness.
 - d. Implements necessary policies and procedures to ensure the college conforms.
 - e. Maintain a documented system of enrollment and advancement policies and procedures.
 - f. Develop and implement new policies and procedures.
- 6. Other duties as assigned

Minimum Qualifications-To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Education:

- a. A Master's degree in a higher education related field and experience in the community and human services is required.
 - b. Bachelor's degree from an accredited college/university or equivalent, preferably in communications, journalism, marketing, business, or a related field, plus five years of related experience. Proof of significant experience in public relations, marketing or media may be substituted for the degree requirement.
 - c. A working knowledge of print and electronic media, ability to write and speak effectively, ability to work harmoniously with a wide variety of people, and have the knowledge of and commitment to the mission of the community colleges.
 - d. Demonstrated sensitivity to and understanding of the diverse academic socioeconomic, cultural, ethnic, and disability backgrounds of community college students and employees.
2. Experience:
- a. Five or more years of professional level management experience in higher education.
 - b. Three years in directing public relations or marketing programs.
 - c. Three years of progressively responsible relationship and development experience with proven success in individual, foundation, and/or corporate fundraising.
3. Specific Skills
- a. Commit to providing excellent customer service to staff, vendors, students and grantors.
 - b. Experience at improving business processes.
 - c. Demonstrated collaborative, inclusive and transparent leadership skills.
 - d. Develop, implement and conduct public relations, strategic communications, marketing and awareness activities to enhance community understanding of College objectives, services and activities.
 - e. Manage people, resources, and stakeholders, to be flexible but firm in support of area under one's administration, to work with large community groups, to direct volunteers, to communicate clearly both orally and in writing.
 - f. Collaborate with agencies, institutions, and stakeholder at local, regional, state and national levels.
 - g. Lead and demonstrate techniques associated with developing collaborative and effective partnerships.
 - h. Work with donors, alumni, and the Foundation Board in development of College resources.
 - i. Oversee the creation, coordination, and execution of fundraising events and activities.
 - j. Compose, develop and prepare communication for dissemination via speeches, correspondence, talking points, announcements, and other oral or written communications for the College President.
 - k. Research, organize, compose, and design press releases, newsletters, and informational materials for distribution to the local news media and publication in the community.
 - l. Prepare and deliver oral and written presentations.
 - m. Meet and confer with personnel, administrators, students and the public to obtain and determine information appropriate for publication and promotion.
 - n. Meet and confer with faculty regarding promotion of their courses and programs.
 - o. Serve as a liaison and coordinate communications and information between the College President, other administrators, personnel, print and broadcast media and the public.
 - p. Monitor legislature and city/county actions affecting College operation and activities.
 - q. Learn College organization, operations, policies and objectives.
 - r. Analyze situations accurately and adopt an effective course of action.
 - s. Maintain records and prepare reports.
 - t. Plan and organize work, working independently with little direction and meeting schedules and time lines.
 - u. Establish and maintain cooperative and effective working relationships with others.
4. Personal Traits
- a. Dependability, Attendance and punctuality.
 - b. Communication skills.
 - c. Customer service to students, staff, vendors and contractors.
 - d. Judgement, Decision making and problem solving.
 - e. Innovation (Continuous Process Improvement)

- f. Attitude, enthusiasm, cooperation.
- g. Managing change and adaptability.

Reporting to this Position: Institutional Advancement staff including; the Marketing and Communications Manager and Database Specialist.

Physical Demands & Work Environment:

Physical demands are classified as Light -lifting no more than 20 pounds at a time with frequent lifting or carrying of objects weighing up to 10 pounds, with frequent walking, standing or sitting most of the time with some pushing and pulling of arm or leg controls.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

-Performs administrative office Functions - Constant

-Exposure to office/class room environment - Occasionally

-Exposure to shop or maintenance environment - Occasionally

Tools & Equipment Used: Office equipment including; copy, scan, print, fax machines, computers, calculators, and telephones.

Application Process

A complete application includes:

- Letter of Interest
- Current Resume
- Completed CMN application form (available under job opportunities at <http://www.menominee.edu/careers>)
- Copy of all college level transcripts (official transcripts required upon hire)
- Three professional letters of reference
- Copy of valid WI driver license
- Proof of relevant certificates or training
- Proof of Tribal enrollment status
- Proof of honorable or general military discharge paperwork (if applicable)

It is not the responsibility of CMN to notify applicants of missing documentation. Incomplete application packets will not be considered.

Application materials can be mailed to:

College of Menominee Nation

Attn: Human Resources

P.O. Box 1179

Keshena, WI 54135

Or

Email to: hr@menominee.edu

An online application is available at <http://www.menominee.edu/careers>

NOTE: Pre-employment drug testing is part of the hiring process.

EOE/MITW 82-10