

## **MUHLENBERG COLLEGE**

*ALLENTOWN, PA*

**Position Title:** Vice President for Development and Alumni Relations and Director of the Campaign  
**Supervisor:** President  
**Classification:** Management

The Vice President for Development and Alumni Relations and Director of the Campaign oversees the planning and implementation of all programs and activities designed to enhance philanthropic support of Muhlenberg College. The Vice President provides strategic vision, leadership, overall management, staff supervision, and coordination of the operational (budgetary and personnel) requirements for all fund raising and alumni relations departments and offices. As a member of the President's Senior Staff, the Vice President is a member of the College's senior leadership team, responsible for advising and working with the President on the full spectrum of institutional issues.

### **Characteristic Duties and Responsibilities:**

1. Develop and implement both long- and short-term strategic fund raising and constituent relations plans, including capital campaigns, and/or special mini-campaigns as authorized by the President and Board of Trustees.
2. Direct the current comprehensive campaign and future campaigns as appropriate.
3. Provide advice, counsel, and staff support to the President in all matters relating to fund raising and constituent relations.
4. Work closely with the Chief Business Officer and the President to agree on aggressive but achievable fundraising goals for the College
5. Plan solicitations of key leadership prospects and conduct such solicitations independently and in collaboration with the President, Trustees, and other staff members as appropriate.
6. Solicit support for the College from alumni, parents, friends, and philanthropic corporations and foundations in pursuit of current, endowment and capital funding objectives.
7. Serve as a team member of the president's Senior Staff to recommend and assist in developing College policies.
8. Serve as liaison to the Development, Alumni, and Public Affairs Committee of the Board of Trustees and to the Trustee Nominating & Honorary Degree Committee.
9. Recruit, train, motivate, and manage the Development and Alumni Relations staff and Muhlenberg volunteers.
10. Direct the preparation and submission of the budget for the office of development and alumni relations and operate within approved budgets.
11. Initiate and direct a communications program to secure understanding and acceptance of and support for Muhlenberg's fund raising goals and objectives both on and off the campus.
12. Work with the office of public relations to develop an effective communication plan for development and constituent relations programs.
13. Extensive travel required.

### **Qualifications:**

1. Deep and successful development experience (preferably within a college setting, and with leadership experience in a capital campaign).

2. Seven to ten year's administrative management experience.
3. Ability to work well with diverse constituent groups, both within and outside the College.
4. Superb written and oral communication skills.
5. Excellent leadership and managerial skills and the capacity to supervise, lead, motivate, and nurture a talented and diverse staff.
6. Excellent skills in the planning and assessment of development programs, including annual giving, major and planned gifts, and foundation, corporate, and government support.
7. A commitment to full and visible participation in the formal and informal life of the campus community.
8. A management style characterized by high energy, patience, compassion, optimism, absolute integrity, excellent listening skills, a strong commitment to collegiality, and a sense of humor.
9. Bachelor's degree required (master's preferred).

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