



Assistant Vice President for Development Job Description

II. POSITION SUMMARY

The Assistant Vice President for Development (AVP) works collaboratively to develop, implement and achieve strategic plans for increasing private support; provides leadership and direction for major gifts, corporate and foundation gifts, planned giving, annual giving, donor relations and prospect research; is directly involved in the identification, cultivation, solicitation and stewardship of gifts; effectively communicates the mission and values of the university; has a working knowledge of current best practices in all aspects of fund raising; and collaborates with colleagues in Development and Alumni Relations and across the campus.

III. DUTIES AND RESPONSIBILITIES

- Leads the Development team in planning and implementing long- and short-term strategies to secure gifts from individuals and organizations through major, planned and annual gifts.
- Working with the VP, establishes measurable goals to increase fundraising results that are both aspirational and achievable.
- Maintains a portfolio and solicits major and planned gifts.
- Ensures successful implementation of a planned giving program both by informing marketing and prospecting strategy as well as by personally soliciting and assisting in the solicitation of planned gift prospects.
- Sets direction and gives guidance to stewardship program to recognize donors in effective and meaningful ways.
- Provides direction and leadership for research and prospect management, setting measurable and attainable goals and evaluating outcomes to ensure fund-raising staff have the information they need to target their work with prospective donors.
- Mentors, trains, supervises, and evaluates staff.
- Develops strong positive relationships with the university community to establish the Development office as the major resource and coordinator for all university fund-raising.
- In consultation with the VP and staff, establishes and adheres to annual operating budgets and ensures that development programs are operating in a fiscally prudent and productive way.
- Keeps abreast of current best practices in the Development profession and evaluates new and emerging ideas for potential implementation at UNC.
- Helps develop and administer policies related to fundraising and gift stewardship in collaboration with the UNC Foundation.
- Assists with the successful completion of The Campaign for UNC through personal solicitations as well as through leadership of the front-line development team.

IV. COMPLEXITY AND CREATIVITY

- Working with the Vice President for Development and Alumni Relations, helps to develop the case for support for university priorities. A combination of analysis and educated guess work, it is dependent upon capacity and willingness of our prospects to give. The AVP for Development must analyze UNC's past giving performance, assess current and future potential, scan the environment for the most recent trends and surveys on philanthropy ... and make her/his best estimate.

- Guides the Development staff as it continues to grow and mature as a program that combines the best elements of the art and science of fund raising practice.
- Works with a variety of people who have the ability to considerably improve educational opportunities for our students—and who also have total control over whether they will actually give or not. The AVP for Development must display extraordinary tact and satisfy the donor/prospect, while maintaining the integrity of the university and operating in a cost effective and sustainable way.

V. IMPACT ON INSTITUTIONAL MISSION

Positive Impact: The university receives a steady and increasing flow of charitable gifts to support students, faculty, programs, and facilities; new prospects are being discovered, engaged, and moved toward making a major gift; and current donors continue to give because of effective stewardship.

Negative Consequences: The work of university fund raisers is a balance of process, discipline and relationship-building. The AVP must coach and evaluate the team to find that best balance to move the program forward and raise major gifts. If we are all one or the other, we will not be successful and we will not raise the kinds of gifts UNC needs, deserves, and has the capacity to attract.

Guidance and Review: The AVP for Development reports to the Vice President for Development and Alumni Relations and meets at least monthly with her/him to discuss progress toward goals. Goals are developed collaboratively based on the priorities set by the university.

Department Policies and Procedures: The AVP must have an excellent knowledge of the policies that guide fund raising at the university such as moves management, fund-raising ethics and prospect clearance. S/He must also have a working knowledge of IRS regulations as they relate to charitable gifts, as well as the policies and procedures established by the UNC Foundation for the acceptance and management of gifts.

Development and Alumni Relations operate under the code of ethics of the Council for Advancement and Support of Education, our professional association:

CASE Statement of Ethics

- Institutional advancement professionals, by virtue of their responsibilities within the academic community, represent their colleges, universities, and schools to the larger society. They have, therefore, a special duty to exemplify the best qualities of their institutions and to observe the highest standards of personal and professional conduct.
- In so doing, they promote the merits of their institutions, and of education generally, without disparaging other colleges and schools.
- Their words and actions embody respect for truth, fairness, free inquiry, and the opinions of others.
- They respect all individuals without regard to race, color, sex, sexual orientation, marital status, creed, ethnic or national identity, handicap, or age.
- They uphold the professional reputation of other advancement officers and give credit for ideas, words, or images originated by others.
- They safeguard privacy rights and confidential information.
- They do not grant or accept favors for personal gain, nor do they solicit or accept favors for their institutions where a higher public interest would be violated.
- They avoid actual or apparent conflicts of interest and, if in doubt, seek guidance from appropriate authorities.
- They follow the letter and spirit of laws and regulations affecting institutional advancement.
- They observe these standards and others that apply to their professions and actively encourage colleagues to join them in supporting the highest standards of conduct.

The CASE Board of Trustees adopted this Statement of Ethics to guide and reinforce our professional conduct in all areas of institutional advancement. The statement is also intended to stimulate awareness and discussion of ethical issues that may arise in our professional activities. The Board adopted the final text in Toronto on July 11, 1982, after a year of deliberation by national and district leaders and by countless volunteers throughout the membership.

VI. INTERNAL AND EXTERNAL CONTACT

Inside the University: Executive leadership team, including the president and provost: frequent contact regarding funding priorities and cultivation and solicitation strategies; deans and AVPs: frequent contact regarding fund priorities and cultivation and solicitation strategies; program directors: Contact as needed regarding program information for the development of cultivation and solicitation strategies

Outside the University: The AVP for Development serves as a face of the university with major donors, community leaders, and successful business people on a continuing basis. S/He must communicate with individuals from all sectors of society and all walks of life. S/He must be able to represent the university in a positive light at all times, articulating clearly and with conviction the quality and value of a UNC education.

VII. FISCAL ACCOUNTABILITY

The AVP has oversight of the development budget which includes salaries and operating funds.

VIII. DIRECTION EXERCISED

1. Other Administrators:
2. Direct supervision of nine Director and Senior Director level full time professional staff
3. Classified Staff: None
4. Student Workers: None
5. Nature and Extent of Supervisory Responsibility: For employees listed in #1, the AVP hires, trains, determines work activities, conducts performance reviews, handles disciplinary actions, and recommends salary increases.

IX. PHYSICAL DEMANDS

This position does not generally have any physical demands. It does require use of a computer. It also requires the ability to travel off campus to meet with donors, including overnight and out-of-state travel.

X. WORKING CONDITIONS

Standard office or home environments. Weekend and evening attendance at events and activities can result in long and tiring days.

XI. POSITION SPECIFICATIONS

(Requirements listed in this section constitute the basis for recruitment):

1. Education: Bachelor's degree required.
2. Experience: Five years or more of fund-raising experience, including direct solicitation experience, preferably in higher education.
3. Certification/Registration/Licensing: None
4. Ability: Proven ability to successfully manage a portfolio of major gift prospects; ability to coach other staff in the development and successful management of a major gift portfolio
5. Special Considerations: Knowledge of and comfort with technology, including familiarity with computer-based fund-raising support systems.