

## Warren Wilson College

### Position Description

**POSITION TITLE:** Vice President for Advancement, Admission and Marketing

**DEPARTMENT:** Office of Advancement, Admission and Marketing

**REPORTS TO:** President of the College

### **POSITION SUMMARY:**

Reporting to the President, the Vice President for Advancement, Admission & Marketing (VPAAM) directs, plans, and organizes the advancement, admission and marketing efforts for the College. This includes leading an aggressive fundraising/development operation and developing the yearly admission plan. He or she must have the qualities and experience to direct a student recruitment, admission, and a comprehensive fundraising effort. The Vice President is a member of the President's Advisory Council and, as such, serves as an integral member of the college's leadership team. The VPAAM provides overall supervision to the Advancement, Admission and Marketing Offices.

### **SPECIFIC RESPONSIBILITIES:**

#### **Advancement:**

1. Directs a comprehensive Advancement program including overseeing major gifts, planned giving, annual fund, alumni relations, church and interfaith relations, campus communications, grant writing, capital campaigns, event planning, and Advancement publications.
2. Understands and commits to the unique mission of this College.
3. Leads a successful capital campaign.
4. Seeks and builds relationships with various constituencies of the College including, but not limited to, trustees, friends, alumni, parents, College councils, staff, faculty, churches, local community, foundations, and corporations.
5. Travels extensively (one to two days per week on average).
6. Develops an ongoing collaborative relationship with trustees, especially the Development Committee and its Chair.
7. Works closely with the College President as a constituent-building and solicitation partner.
8. Works with Triad leaders in identifying needs for the College.
9. Works with faculty to identify funding needs for academic programs.
10. Provides leadership to all Advancement staff members.
11. Collaborates with the Board of Trustees in identifying prospective Broad members.
12. Stays abreast of current trends and technology in the Advancement profession.

#### **Admission and Marketing**

1. Direct and evaluate the Admission Office staff in the recruitment and enrollment of Warren Wilson Students.
2. Maintain a historical overview and record of admission trends, both numerical and anecdotal.
3. Design and maintains the plan for contacting prospective students using direct mail, print and electronic advertising, and database management.

4. Conduct market research for the development and implementation of an ongoing admission plan.
5. Responsible for the advertising and marketing of the college to target audiences.
6. Evaluate applicants for admission to the college.
7. Responsible for international student recruitment.
8. Responsible for readmitted student processing.
9. Collaborate with academic programs, departments and areas of the college in relations to admission needs and standards.
10. Interface with assigned administrative areas for the planned coordination of efforts, such as Financial Aid, Admission Committee, Student Life, Athletics and other areas of the College that are impacted by admission.
11. Responsible for all Admission publications, both electronic and print, including the College external website.

**WORKING CONDITIONS:**

Office setting.

Variable days and hours and substantial travel.

Extensive use of the phone, email, and letter correspondence.

Ability to “stoop, bend, and reach.”

Ability to lift equipment and supplies up to 40 lbs.

**QUALIFICATIONS:**

1. Bachelor’s degree. Advanced degree in liberal arts, law, business, or other relevant field preferred.
2. A minimum of five years experience in college recruitment and admission efforts.
3. A minimum of five years experience in development and fundraising efforts for organizations, preferably in a higher education environment.
4. Ability to develop and lead a strategically-driven college admission operation; strong interpersonal, communication, and organizational skills.
5. Ability to develop and lead a strategically-driven fundraising/development operation; strong interpersonal, communication, and organizational skills.
6. A proven track record of securing leadership and major gifts; applying Advancement best practices and building philanthropic relationships; planning capital and other campaigns, plus annual giving program; developing a strategic plan for the Advancement Office; developing and supporting the use of technological innovations; and applying prospect cultivation strategies in a progressive advancement operation.
7. Track record of meeting enrollment goals.
8. Track record of securing major gifts.
9. Excellent writing, speaking, interpersonal, and marketing skills.
10. Extremely knowledgeable about the printing and publication process.
11. Experience with special event design and management.
12. Effective budget management experience.
13. Computer and database management experience.
14. Knowledge of web design and the use of electronic communication.
15. Ability to examine a recruitment, admission, and development office’s efficacy and manage ongoing trend analysis for areas under direct supervision.
16. Experience in working with consultants.