



GADSDEN STATE COMMUNITY COLLEGE JOB DESCRIPTION

East Broad Campus

Created on: 11/9/2023
Revised on: 3/24/25

Job Title	Salary Schedule	Grade	Job No.
Director of Advancement & Alumni Relations	C3		AD9879
Direct Report	FLSA Status	Grant Funded	Tenured
Executive Vice President	Exempt	No	No

JOB SUMMARY:

The Director of Advancement and Alumni Relations functions as the major gift fundraising official for Gadsden State Community College. With a focus on philanthropy, collaboration and strategy, the Director of Advancement and Alumni Relations will work with the College and Cardinal Foundation members to lead individuals through the cultivation, proposal and gift process that supports Gadsden State’s strategic plan and fundraising goals. The Director works closely with the College President, faculty, staff, Cardinal Foundation Board of Directors, Gadsden State Alumni Association and PR and Marketing personnel in securing maximum commitments for the College from all external profit and nonprofit partners and prospective partners.

QUALIFICATIONS:

- ◆ Bachelor’s degree in Marketing, Communications, Business, Education, or related field **required**.
- ◆ A minimum of three (3) years of successful fundraising experience in a school, college, or 501c3 organization **required**.

DESIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- ◆ Experience in operating Excel, DonorPerfect, or similar fundraising software to track, sort, format, and analyze data for a variety of purposes including reporting and data analysis
- ◆ Commitment to maintain confidentiality and a high degree of accuracy in alumni and donor records
- ◆ Excellent interpersonal, communication, and presentation skills both written and oral
- ◆ Proficient in Microsoft Word and other administrative computing systems
- ◆ Ability to work a schedule which may include evenings or weekends, as needed
- ◆ Takes initiative, sets priorities, inspires and motivates others

DUTIES:

- ◆ Plan, develop, and manage the implementation of an aggressive and comprehensive strategic plan for institutional advancement in order to secure and steward donated monetary and in-kind donations through major gifts; an annual giving campaign; individual, employee and corporate gifts; scholarship endowments; and planned giving
- ◆ Manage campaign and solicitation strategy for the Cardinal Foundation Board, committees, and development team

- ◆ Responsible for the identification, cultivation, solicitation, and stewardship of individual major donors to the College and Cardinal Foundation
- ◆ Develop and provide reports to the College President and Foundation Board that measure progress toward goals including the return on investment for each fundraising appeal and event
- ◆ Manage operations that support fundraising, such as database management; prospect research and management; donor acknowledgement and communication; and establishment and management of fund agreements
- ◆ Develop and oversee multiple fundraising initiatives to meet annual revenue goals for the College and Cardinal Foundation
- ◆ Work with the Foundation/Alumni Association Board of Directors to design and implement special events created for fundraising, cultivation, and/or donor recognition purposes.
- ◆ Reconcile financials monthly, monitor the budgets for the Foundation and Alumni Association, authorize and approve Foundation expenditures; manage the annual audit process, and work closely with the College President and Board of Directors to ensure the most advantageous investment plan
- ◆ Perform prospect research on foundations and corporations to evaluate grant possibilities.
- ◆ Direct programmatic grant initiatives and secure optimal funding
- ◆ Work with the Foundation and Alumni Board Chairs to ensure all business is conducted in accordance with the approved By-laws
- ◆ Oversee Foundation and Alumni Association events designed to build relationships and advance fundraising efforts
- ◆ Support Foundation and Alumni Association Board of Directors by planning and preparing for meetings, preparing agendas and related documentation, and recording minutes of meetings
- ◆ Coordinate Foundation/Alumni activities with PR and Marketing staff to ensure efforts and projects are concentrated in areas of greatest need and interests
- ◆ Work closely with the College President to educate the public as to the College mission, vision, goals, and opportunities to support the College
- ◆ Cultivate relationships with individuals and local business leaders in the communities in which Gadsden State serves
- ◆ Maintain records related to Foundation and Alumni Association
- ◆ Pursue continued professional development
- ◆ Serve on college committees as assigned
- ◆ Comply with all policies of the Alabama Community College System and the College
- ◆ Perform related work as assigned by the President/Designee

Note: The intent of this description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade.

Physical Demands and Work Environment:

The physical demands and work environment characteristics described below represent those that an employee may encounter and must meet to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform these essential functions.

Physical Demands:

- ◆ **Mobility:** Primarily sedentary work with occasional standing, walking, bending, and reaching; frequent movement between office locations and campus buildings

- ◆ **Manual Dexterity:** Regular use of standard office equipment, such as computers, printers, and copiers; ability to handle paperwork and electronic documentation efficiently
- ◆ **Lifting:** Ability to lift and carry materials, including resources and presentation materials, weighing up to 25 pounds
- ◆ **Communication:** Clear and effective verbal and written communication skills are essential

Work Environment:

- ◆ **Setting:** Primarily a typical office environment within an educational institution, with occasional work at off-campus locations for meetings, events, and community outreach
- ◆ **Travel:** Occasional travel may be required to attend conferences, donor meetings, fundraising events, and community engagement activities
- ◆ **Schedule:** Standard work hours are expected; however, flexibility is necessary to accommodate deadlines, special events, and donor or board meetings, including evenings and weekends
- ◆ **Interaction:** Frequent collaboration with the College President, faculty, staff, Board of Directors, alumni, donors, community partners, and external organizations

Reviewed by: HR Manager

Employee Signature

Date