

**PANOLA COLLEGE
JOB DESCRIPTION**

JOB TITLE:	Director of Institutional Advancement	FLSA status:	Exempt
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DEPARTMENT:	Institutional Advancement	REPORTS TO:	President
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Position summary: Under indirect supervision, this position is responsible for supervision and implementation of resource development, alumni affairs, advertising, and public relations for the College. This position reports directly to the President, keeping him/her abreast of all planning, organizing, staff and development of Panola College's institutional advancement.

Position responsibilities:

- Coordinate and/or execute fundraising efforts including but not limited to major gift solicitation, planning, and executing the College's annual and capital campaigns.
- Maintain a donor database.
- Responsible for the production of all development brochures and marketing materials.
- Responsible for the "friend raising" as well as the "fundraising" functions of the College.
- Collaborate with the Foundation Board and the College to develop and implement a long-range plan and strategy for fundraising.
- Coordinate special events for the College such as building dedications, special development functions, and donor recognition.
- Coordinate the selection, awarding, and administering of endowed scholarships.
- Attend seminars and development workshops.
- Coordinate all areas pertaining to alumni.
- Serve as administration liaison with Panola College alumni.
- Maintain a database of alumni.
- Maintain communication network (Alumni e-mail listing, Alumni Newsletter and web pages) between the College and alumni.
- Coordinate general advertising (print, broadcast, electronic message board, and outdoor advertising) for the College.
- Work with members of the media to promote the College.
- Work with faculty and administration to draft press releases to promote programs and events that are of interest to the community.
- Build public awareness of the main campus in Carthage and centers in Jefferson, Marshall, and Center, Texas.
- Promote the College through contacts with area chambers of commerce, civic clubs and professional organizations.
- Coordinate special events for the College such as retirement ceremonies, special ceremonies and Homecoming.
- Advise the President in planning and development of all activities related to this position.
- Coordinate the development of policies, procedures and standards and make recommendations to appropriate committees and/or administrators.
- Supervise the Institutional Advancement staff including work-study students.
- Develop annual budget and other reports and documents as needed.
- Support the philosophy and mission of the College.
- Perform other duties as assigned.

Minimum Position Requirements:

- Bachelor's degree with at least 3 years experience directly related to the duties and responsibilities specified. Travel required.

Knowledge, Skills, and Abilities Required:

- Strong interpersonal and communication skills.
- Ability to solicit major gifts directly.
- Excellent organizational, analytical, and planning skills.
- Excellent writing, editing, and public speaking skills.
- Ability to motivate others to work together toward a common goal.
- Ability to build consensus among diverse groups for the overall success of the organization and the project.
- Impeccable judgment and integrity.
- Must be able to manage confidential information.

- A strong public service orientation to work well with faculty, staff, students, and the community.
- Must be able to create and maintain web pages.
- Must be able to supervise and train employees, to include organizing, prioritizing, and scheduling work assignments.
- Must be able to foster a cooperative work environment.
- Strong computer skills.
- Skill in budget preparation.
- Ability to work with a diverse team in a fast-paced environment.

Physical Demands and Work Environment:

- Work is normally performed in a typical interior/office work environment.
- No or very limited physical effort required; however, the employee must occasionally lift and/or move up to 15 pounds.
- No or very limited exposure to physical risk.
- Some travel required.